

dateline:

April 13—The information explosion and how communicators in all fields are coping with it...the communications horizons opened by science...annual OPC awards





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DATELINE: NEW YORK, APRIL 22, 1964 Opening Day of one of the great spectacles of this decade -- the New York World's Fair 1964-1965. Here will be demonstrated "man's achievements in an expanding universe"...his accomplishments, dreams, his hopes for "peace through understanding." The nations of the world, their industries and arts will be represented. Exhibits that inspire, inform, and entertain will present a measure of our times to an estimated 70 million -- visitors from all parts of the globe. This significant event in the cultural and economic life of the world is now taking form. Among its extraordinary facilities will be the world's most modern press building, designed for your convenience. **NEW YORK WORLD'S FAIR 1964-1965**



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All of us tell something to somebody.

We need to be sure we get through.

Once we're through, we need to know that somebody understands.

Once he understands, we need to know that he reacts.

To the degree that we achieve this, we think humanity succeeds in politics and love, in business and war, in peace and happiness.

Communicators in all fields face the same problem. How well they involve, inform and motivate people determines the measure of their success.

There is too little cross-fertilization. In the various higher levels of communications, new knowledge, techniques and concepts are being developed. All of us can learn from each other. Publishers, broadcasters and correspondents, for example, can benefit from the insight of the general semanticist. Political leaders can learn how educators impart comprehension of complex subjects. Business men can learn from these others, and at the same time share their great advances in information processing and information retrieval.

To these ends this issue of Dateline is dedicated.

The editors



Every Wednesday night Howard K. Smith speaks his mind.

Howard K. Smith, a 1962 addition to the ABC-TV News staff, appears every Wednesday at 7:30 PM to report on and analyze the news of the week, the issues of the day.

When the news and issues warrant it, Howard K. Smith extends his analysis

with person-to-person interviews, special film coverage, firsthand reports from ABC newsmen here and abroad.

But principally, in his Wednesday shows, Howard K. Smith is free to do what he does best: examine, sift, analyze, interpret the headlines.

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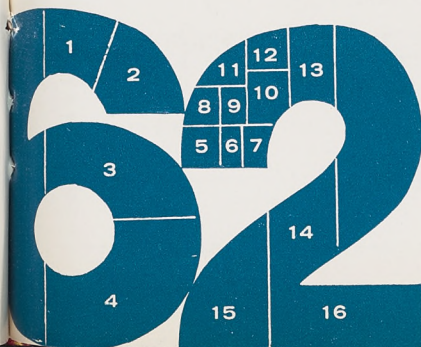
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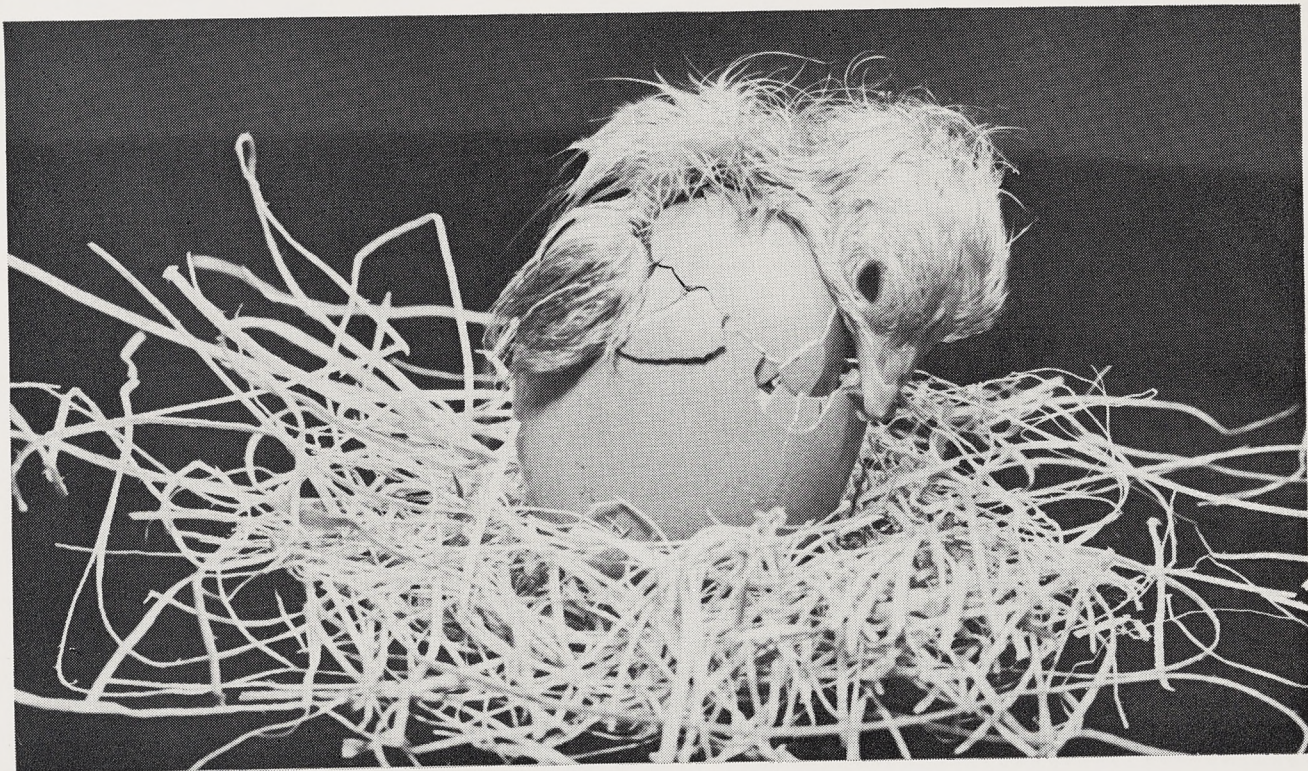
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The Western Edition of The New York Times soon will be serving readers on the West Coast with the complete, colorful coverage of the news that has made The Times world-famous. Like the International Edition of The New York Times printed in Paris, the Western Edition will be distributed on the day of publication in its circulation area. The aim of the Western and International editions is to extend to even more readers the opportunity to get "All the News That's Fit to Print."

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- Portland Sunday Oregonian
- Providence Sunday Journal
- Richmond Times-Dispatch
- Rochester Democrat and Chronicle
- St. Louis Globe-Democrat
- The Salt Lake Tribune
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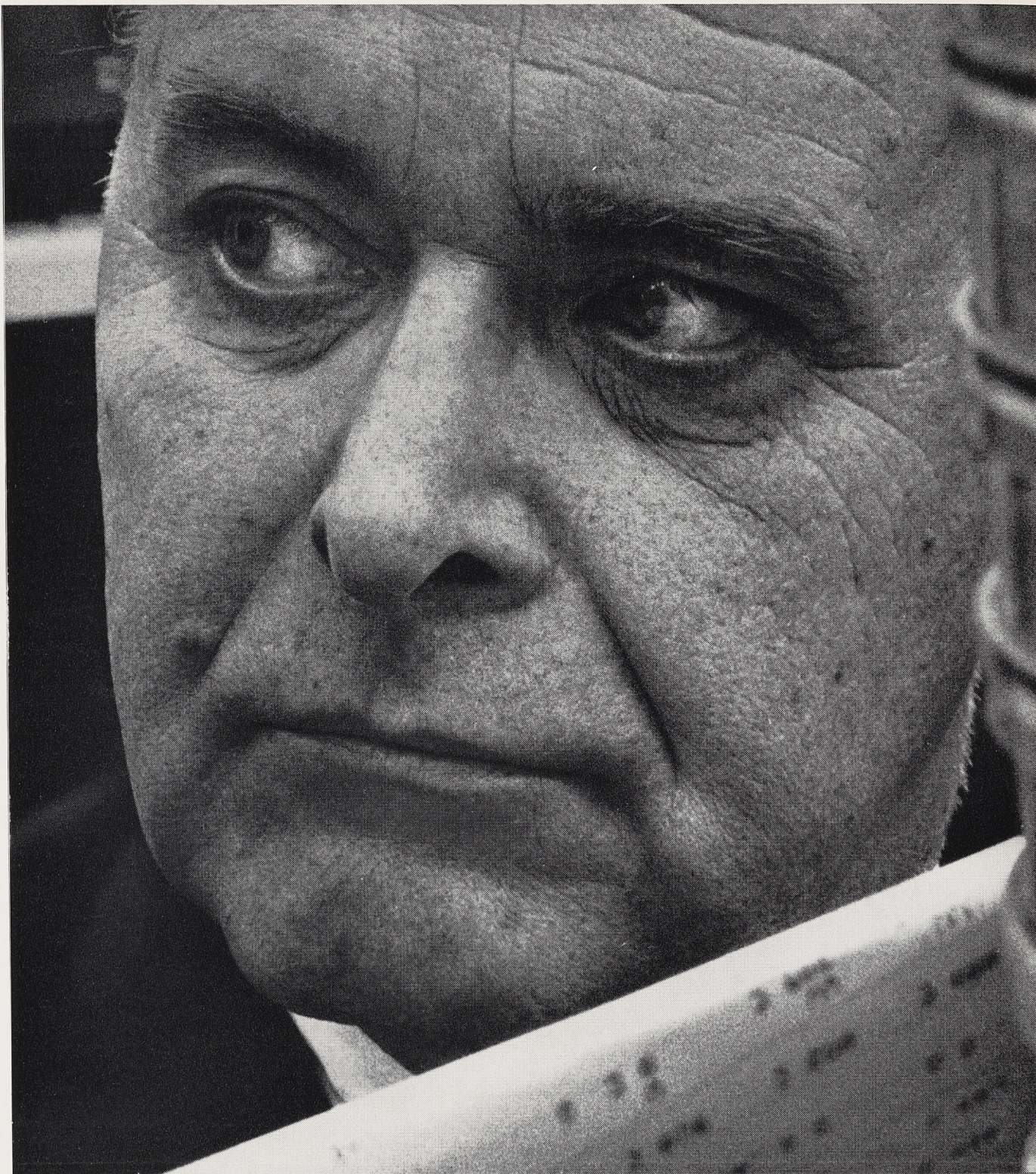
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WITH A WORLD-WIDE STAFF OF OVER 700, **NB** NEWS IS UNIQUELY EQUIPPED TO PRESENT THE NEWS AT EVERY LEVEL... FROM COMPLETE, UP-TO-THE-SECOND COVERAGE OF COMPLICATED NEWS EVENTS LIKE POLITICAL CONVENTIONS AND ORBITAL FLIGHTS... TO RESPONSIBLE ANALYSIS AND INTERPRETATION, AS IN UPDATE, DAVID BRINKLEY'S JOURNAL AND CHET HUNTLEY REPORTING... EXPLORATION IN DEPTH OF VITAL TOPICS AS IN THE **NB** WHITE PAPERS AND JFK REPORTS AND THE LOYAL OPPOSITION... AND INSTANT SPECIALS - DOCUMENTARIES COVERING FAST-BREAKING NEWS STORIES, OFTEN PRODUCED WITHIN HOURS AFTER THE EVENT HAS OCCURRED. **NB** NEWS ACHIEVES THIS MULTI-DIMENSIONAL COVERAGE BECAUSE IT IS ALWAYS DEVELOPING DIFFERENT WAYS TO LOOK AT THE NEWS - TO SUIT MANY DIFFERENT KINDS OF AUDIENCES. THIS IS WHY, MONTH AFTER MONTH, MORE PEOPLE WATCH THE NEWS ON **NB** THAN ON ANY OTHER NETWORK.





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**24 more reasons
why the Herald Tribune
circulation is up***

**These people joined the Herald Tribune during the past year.*



How close can you get to the news?

Close! You can't get much closer than an exclusive series of interviews with former President Eisenhower down at his farm. Or a tour of the White House with Mrs. John F. Kennedy. Or the sight of an astronaut projected into orbit. Or an intimate view of Jean Monnet discussing the Common Market. You stroll across the memory-filled battleground of Gettysburg with Carl Sandburg. You are privy to an exclusive interview with the French military outlaw, General Salan. You are part of a Presidential press conference. You follow the Attorney General's wife through the streets of Tokyo. You can get pretty close—if you keep your ears and eyes open to CBS News.

CBS News

The propaganda war: How we are losing it by default

The Communists have flatly declared that they are not interested in a hot war—they can win the world by winning men's minds. Events since 1945 indicate that they may be right. In the long run, can we convince the world that our system is better than the Communists'? Are we even prepared to engage in an all-out psychological war? These critical questions are explored by Walter Joyce, senior editor of Printers' Ink and co-editor of Dateline.

THE nation that has developed the world's greatest communications facilities, that prides itself on possessing the world's greatest communicators, speaks to the world with a whisper and a whimper.

The results may well be catastrophic:

- Most Communist gains in the world so far, including the victory over China, can be attributed more to propaganda and agitation than to military might.
- The Communists have declared psychological war in the battle for the Free World, and we have failed to respond in kind.
- Right now, a number of Free World nations are in danger of falling to the Communists, largely because Soviet and Chinese propaganda is proving more effective than our "information" program.

Propaganda does not operate in a vacuum. Our efforts must be compared with what our adversaries do. Any comparison shows that their wind is drowning out our whisper and their incessant aggressiveness has reduced our efforts to a defensive whimper.

Back in 1905, Lenin wrote that

"propaganda is of crucial importance for the triumph of the party." He laid down the first principles for Communist propaganda, and the Communists have been assiduously refining them since. Their propaganda program has always had one specifically stated objective—domination of the world by the Communist Party.

The U.S. propaganda program, on the other hand, emerged fitfully out of our World War II censorship organization, the Office of War Information. In the past 20 years, our propaganda arm has had five different names and 12 different directors. Now, of course, it is the United States States Information Agency under the direction of Edward R. Murrow. In other countries, it operates as the U.S. Information Service.

The U.S.I.A. is the poor cousin among government agencies. In 1953, John Foster Dulles dumped it from the Department of State because its ineptitude had often proved embarrassing. Operating on its own, it has had little voice in international policy, although an action by the State Department may have shattering effects, and often has had, on international

opinion. Murrow does meet with the President more often than his predecessors, but his influence is still limited.

The problem is one of funds and approach. Congress has severely restricted the U.S.I.A. in both respects. Testifying before Congress in an attempt to get a small increase in his agency's budget last year, the usually restrained Murrow was frustration personified. Finally, he blurted, "Sir, I must suggest that the overall priority may not be in perspective. We are asking, if we receive our entire budget, for less than the cost of one Polaris submarine. If you consider our single appropriation, measured against the Defense Department's appropriation, the Defense Department's appropriation for one year would run this agency for 400 years.

"We have indicated the magnitude of the competition we face and the fact that Castro is spending more money in Latin America than we. If we are going to compete in the field of books, radio, television and ideas, it is going to cost money."

Congress nevertheless cut the proposed budget to \$110-million for the

current fiscal year. The U.S. spends less to sell democracy throughout the world than General Motors spends to sell cars or Procter & Gamble to sell soap in just the United States. The Soviet has flatly declared that it will win the world without a hot war. Yet we spend 400 times more on defense preparations for a possible hot war than we spend for propaganda in the cold war that we're already in and that we're losing.

By all measurements of direct propaganda, we're running a poor fourth among nations behind the Soviet Union, Communist China and the United Arab Republic. Our experts further estimate that the Soviet is outspending us at least 20 to 1 in indirect propaganda, such as clandestine support of supposedly independent newspapers, book and magazine publishers, and free-lance writers.

In 1960, Radio Moscow broadcast 997 hours a week, Radio Peiping 697, Radio Cairo 674, and the Voice of America 618. Castro's Cuba broadcast 84 hours a week to sensitive Latin America—more than the U.S. did.

Books published in Russia and Communist China and distributed in the non-Communist world totalled more than 40-million copies. U.S.-published books numbered fewer than 4-million.

The U.S. is similarly outdistanced in the field of magazines and other periodicals. In Latin America, for example, there is a flood of well-produced Russian and Chinese magazines in Spanish and Portuguese. They sell for a penny or two on the newsstands because dealers get them free.

The facts have been known. Why hasn't Congress done something about them? The answer lies in the fatuity

of some Congressmen and the suspicion of propaganda among others. This is clearly shown in the appropriations hearings of the House and Senate, where requests for bolder programs and more funds have repeatedly been hammered down.

The fatuity involves the childlike belief that the benefits of the American way of life should be apparent and inspirational to everyone. Nothing could be further from the truth. The good life in America often inspires not hope, but envy. Asians, Latin Americans and Africans entertain few dreams of attaining our standard of living under democratic processes. Russian and Chinese propaganda promises something much more realistic—full bellies for parents and children.

If we believe that knowledge of the good life in the United States will insulate others from Communism, we are dangerously misled. Cubans are close enough to the U.S. to know the life here well.

Just disseminating the facts of U.S. life, then, is not enough. Yet Congress severely restricts U.S.I.A. to the purveying of information. The organization is an "information agency." By contrast, one of the major Communist propaganda arms is frankly labeled "Agitprop"—for agitation and propaganda.

Is there something inherently evil in propaganda, as so many members of Congress apparently believe? Can information be presented in such a way as to *persuade* others, without being immoral? The answer should be obvious in a nation of great politicians, great lawyers and great salesmen—people who can advocate a cause, a position or a product and win ad-

herents. They don't merely purvey information; they ardently persuade. If the same Congressmen who limit the U.S.I.A. were as restricted in their politicking, few of them would hold office. It is a temptation to suggest that that would be all to the good.

It is the limitation to straight information-purveying that has reduced much of our propaganda program to a defensive whisper. In some respects, others get too much information from the U.S.—information of a negative nature. Our news services provide the world with a full dose of the sensationalism that many U.S. newspapers thrive on. News of desegregationalist demonstrations may be read in proper perspective in the U.S., but others may regard such news as proof that racism prevails in the U.S. In such instances, the U.S.I.A. often finds itself supplementing the news services with stories in Supreme Court decisions and background information on the communities where desegregation was accomplished peacefully.

Our openness and our freedoms are essential elements of the concept we're trying to sell to the world. But that doesn't mean we must abandon all the initiatives to the Communists.

There are many things we can do that we haven't done. First, the budget of U.S.I.A. should be increased considerably. For orderly growth, Murrow suggests a series of increases of 25 per cent a year for years to come. More money, of course, doesn't guarantee better performance, but it will provide succor to a starving agency that can point to some accomplishments despite its limitations.

Most urgently needed, however, is a complete re-evaluation of the U.S.I.A.

In a vacuum, the U.S. information output would seem an adequate appeal for our country and our free system, but



—its function, its approach and its stature. There have been a number of minor analyses and all have reached the same general conclusion: The propaganda effort should be considerably bigger, more aggressively persuasive, and our propaganda experts should have more of a voice in determining policy.

The most common proposal is that some sort of super department of international affairs be set up with divisions for political affairs (as now handled by the Department of State), for economic affairs (foreign aid), and for public affairs (propaganda). Like the divisions in the Defense Department, each would have its own secretary.

The objective would be coordination of propaganda with other international activities. One of the many lessons that can be learned from the Marshall Plan, for example, is that the benefits of foreign aid can be considerably enhanced by an intensified information program. The Marshall program had its own propaganda units, with substantial funds, and their efforts are regarded as the most successful information program ever conducted by the U.S. Yet no funds have been allocated to do a comparable job with the Alliance for Progress.

Another suggestion is to set up a Freedom Academy for training cold war specialists as military specialists are trained by West Point. Selected nationals from other countries would be trained along with Americans. Through the years, the Communists have trained literally hundreds of thousands of nationals from non-Communist countries in the science of agitation and propaganda. Much of

the most effective Communist propaganda is purveyed by these trained nationals as loyal citizens.

The U.S. doesn't even have a formal program for training its own propaganda specialists. They more or less evolve through a haphazard process of osmosis. Most are former newsmen or educators. They are trained in the techniques of information, but not in the art of persuasion. In fact, many are horrified at the thought of using "Madison Avenue techniques."

"You can't sell democracy like soap," is a common rejoinder. Neither can you sell automobiles, insurance or Presidential candidates like soap. But there are certain principles common to all forms of persuasion that are overlooked in our propaganda efforts. One is the simple principle of repetition. For example, U.S.I.A. is not repeatedly reminding the world—to the degree that persuaders would—that Castro's Cuba is faltering economically, and that the Berlin Wall was constructed to imprison East Germans.

Persuasion by nature is aggressive and creative. Those are two qualities that do not characterize our propaganda program. Yet without those qualities, we can hardly count on results.

With its prejudice against persuasion, U.S.I.A. has not called upon the great commercial communicators for help. Yet the nation's independent communicators could be a source of invaluable advice and suggestions. They know, for example, how to use research to determine not only what attitudes people have but also how those attitudes were formed and how they could be changed. (U.S.I.A.'s research, budgeted at a meager \$2-million, is rudimentary.)

Our leading communicators don't rely on just a straight exposition of facts when they set out to persuade. First they determine which facts, which abstract ideas, even which pictures, symbols and colors, will involve people and convince them.

In recent years, as international operations have taken more and more publishers, communicators and other businessmen into other countries, their awareness of the inadequacies of our propaganda program has increased. Without question, they are ready to support a more intensive program and to render whatever help they can.

It is first up to President Kennedy and the Congress to act. Our communications media could spur action by familiarizing the American public with the massive shortcomings of our propaganda efforts.

In Latin America, Africa and Asia, the Free World is precariously close to losing more nations to the Communists. We won't lose them because our State Department failed to establish diplomatic rapport with their governments or because our bountiful aid programs are still not enough. We won't lose them in a shooting war. If we lose them, it will be because torrents of Communist propaganda will have sold a lie and our drops of information couldn't sell the truth.

As New York's Senator Jacob Javits, one of the few Congressmen who are seriously concerned over the matter, recently said, "I strongly believe that our failure to supplement our military and economic offensive with a propaganda offensive represents one of the most crucial mistakes we can make in the death-or-life struggle with the Communists."

but it is drowned in the torrent of propaganda emanating from the U.S.S.R., China and, now, Castro's Cuba



Must government gag newsmen?

J. Robert Moskin, as senior editor of Look, has suffered his share of frustration in digging news of government activities. In this article, he explores the dangers of news control in the guise of national security. He analyzes the degree of censorship that can be usefully applied in a free and open society. An OPC member for eight years, he has traveled on assignments by Look to Korea, Japan, Berlin, North Africa, Israel, Ireland, Puerto Rico and Cuba. Before joining Look, he was a senior editor of Collier's and managing editor of Woman's Home Companion.



"You newsmen tell the Russians too much. You chase scoops and headlines to get more circulation, raises and prizes. You forget that our survival is at stake. We don't have to know all those secrets that appear in the papers. The press talks too damn much."

This is the accusation I hear increasingly across the country. A surprising number of Americans are ready to surrender some of our traditional freedom of the press in the interest of saving our skins.

Fear that the press talks too much has spread since President Kennedy implied a year ago that the failure of the Cuban invasion was in part the fault of the American press. But its roots go much deeper. We need only remember the Sedition Act of 1798, under which half a dozen newspaper editors and publishers were sentenced to jail, to realize that some Americans have always wanted to shut up the press. Their ranks have been swelled in these Cold War years by those who attack the press not for arousing sedition but for "giving away our secrets."

Former President Truman has said: "Ninety-five per cent of our secret information has been published by newspapers and slick magazines."

Senator Richard B. Russell said after last year's fiasco at Cuba's Bay of Pigs: "This thing has gotten where we practically have no secrets, where we practically have told the Russians in advance where everything is, where every detail to the last bomb, the last missile, is located."

During World War II the press limited its freedom for the duration. But today we are in a new kind of struggle that cannot be ended by riding up the Kremlin steps on a white horse. Our retreats from freedom will not be temporary. The limitations we submit to will handcuff the freedom

of the press for the rest of our lives and our children's lives.

Editorial writers have lately felt compelled to point out that no responsible reporter or editor would knowingly publish anything that would endanger our country. That is a truism which does not face up to the problem.

The problem is in what Douglass Cater, Washington editor of The Reporter, has called "the no-man's land where news and national security are in conflict."

The newsman's desire to map this "no-man's land" is too often frustrated by those who seek to manipulate the press. They leak information to win support for some pet project or to squelch a competing program. They hide error and incompetence under the stamp of "Secret," like surgeons burying their mistakes.

The St. Louis Post-Dispatch editorialized after the Cuban disaster, "What Government officials seem to want the press to hide is not so much official secrets as official blunders." There is a kind of Parkinson's Law that says, whenever some politicians and military commanders get their ears pinned back, they will holler for censorship.

James Reston wrote in The New York Times last April, "There is nothing in the Government's handling of the Cuban affair to suggest that the press should just look the other way and let officials do what they like in this field. Likewise, the handling of the U-2 spy plane case is not exactly a recommendation for the infinite wisdom of the bureaucracy..."

Washington officials repeatedly spread the convenient cloak of "national security" beyond either their duty or right. President Kennedy sent the FBI gumshoeing through the Pentagon after Newsweek reported on some of our preparations to hold West

Berlin. Another time he personally telephoned a top service PIO after reading a New York Times article. Secretary of Defense McNamara put his foot in his mouth when he proposed that we should report falsely that the Army's Nike-Zeus anti-missile missile is invincible.

McNamara said, according to The Times, "What we ought to be saying is that we have the most perfect anti-ICBM system that the human mind will ever devise. Instead the public domain is already full of statements that the Zeus may not be satisfactory, that it has deficiencies . . . I think it is absurd to release that kind of information for the public."

The next day the Dept. of Defense explained that the secretary did not want to mislead the American people—only the Russians. How you fool the Soviets without misleading ourselves was not explained.

Commented the Baltimore Sun, "Secretary McNamara thinks the press, in the interest of national security, ought to print a lie."

I experienced a classic attempt to manipulate the press last summer when I put an article on the Polaris program through military security review channels at the Pentagon to make sure we did not inadvertently publish any military secrets. Seven designated Naval experts passed the copy dealing with naval matters with "no objection on grounds of military security."

But the assistant secretary of defense for public affairs refused to permit use of the official "military security" rubber-stamp unless I let him send the copy to both the White House and State Dept. to be reviewed for what he called "national security" and "policy."

Apparently, his concern centered around my use of the term "city killer"

to describe the Polaris missile, despite the facts that a Polaris is 25 times as powerful as the bomb that destroyed Hiroshima, and it had been publicly asserted by military officers that Polaris could be used against enemy cities. This Pentagon attempt to censor a reporter was based not on military security but on conforming to a temporary Administration propaganda line.

By November Secretary McNamara himself was saying that in the event of nuclear war "our cities would be attacked. I don't share the views of some that only the military installations would be targeted." By then the Pentagon had acquired responsibility for civil defense and had a new pitch to sell the American people.

When the Polaris argument was over, a sympathetic security review officer said to me with a smile, "Next time bring me a simple story—about a jeep." So far, the American press is not confined to reporting military news about jeeps.

Examples of governmental misuse of the vague claim of "national security" are endless. Virgil M. Newton, Jr., managing editor of the Tampa Tribune and chairman of Sigma Delta Chi's national freedom of information

committee, has charged that censored documents in the Pentagon would measure, if stretched in files, 575 miles. He said, "It is utterly ridiculous that a free government should have 575 miles of secret defense documents. If any government should have even one mile of legitimate defense secrets, it would be able to dominate not only the earth but the universe."

Executive Order 10501, under which federal agencies bury information, was issued in 1953; but not until 1960 was it modified to remove classifying authority from 33 agencies, including the Civil War Centennial Commission and the Federal Home Loan Bank Board. On January 9, 1961, it was amended by Executive Order 10901, which required specific listing of agencies with the power to classify defense information. President Kennedy again amended the basic order 10501 this January and gave classifying authority to the Agency for International Development and even the Peace Corps.

Misuse of the power to stamp "secret" on information the American people need is the greatest booby-trap in the "no man's land" between freedom and security. But now a second dan-

ger can also be spotted.

Press coverage of the Cuban invasion has become the center of so much debate because it represents a new kind of Cold War dilemma: how to report the covert use of American power where the direct use of our military power can not be risked. The Cuban affair, as Douglass Cater has said, raised the question whether the U.S. could carry on "clandestine operations in the struggle against the spread of Communism so long as the press remained free and irrepressible."

In the end, the Sigma Delta Chi freedom of information committee stated in its 1961 report: "The Kennedy Administration produced no examples of any irresponsibility on the part of the press that had been involved in the failure of the Cuban invasion." As Reston put it, the Cuban invasion "was about as secret as opening day at Yankee Stadium. In fact, the only people who knew very little about what was happening back in the early planning stages of the exercise were the American people who were unknowingly picking up the tab."

The "no-man's land" between freedom of information and limitations for
(Continued on page 98)



My five minutes with Adolf Hitler

by John Raleigh

WFIL, WFIL-TV, Philadelphia

WITH other reporters, I had been in the field with the German Army during the Polish campaign in 1939. We had watched the efficient destruction wrought on Warsaw by the Wehrmacht with horror.

Foreign newsmen had been taken on a grim tour of the ruins. Mountains of rubble blocked the streets. The wounded and dead littered the gutters. Dazed survivors wandered about in blood and tatters. Some still held their ears, though firing had ceased many hours before.

Foreign press chief Carl Boemer appeared over my shoulder. He whispered, "Would you like to talk to the

Fuehrer?" Hitler had given no interviews since the war had begun September first.

Journalistically, I was delighted when I was face to face with Adolf Hitler. Boemer made obsequious introductions. We shook hands firmly. Heinrich Hoffman, the official party photographer, snapped a flash bulb.

The Fuehrer nodded. I waited a brief second, searching for questions.

But Hitler had not asked to speak with "the American from the *Chicago Tribune*" to reply to queries. He had a statement to make. I was to be an instrument disseminating that statement.

In abominable German, almost impossible to understand, the Fuehrer said in lofty tones, "You have seen for yourself what criminal folly it was to try to defend this city. The defense collapsed after only two days of intensive effort.

"I only wish," he went on, "that certain statesmen in other countries who seem to want to turn all Europe into a second world war could have the opportunity to see, as you have, the real meaning of war." The next day, these awkward words made headlines the world around.

American reporters in the Third Reich did not react as puppets on the end of a chain. Hitler's magic was a domestic commodity.

However, the Svengali touch was easily recognized. One was fully aware it wouldn't work unless desired by a willing subject. Still, the Fuehrer had a commanding quality about him. He seemed used to leadership, accepting it with haughty disdain.

Though we laughed at a ludicrous Goering, underestimated the crafty Goebbels and sneered at pompous Ribbentrop, we overlooked then, and forget now, that these men and others in the Nazi regime were able experts in their respective endeavors.

Hitler had the knack of selecting the best man for the job.

That day in Warsaw, the Fuehrer evinced none of the idiosyncracies of the pervert. It was not difficult to comprehend the monster in the man, but he wore no distinguishing characteristics, with an exception—his eyes, and the subdued lightning they reflected even in quiescent moments.

The late fall of 1939 is a long time ago; my short encounter with Hitler a little dim. But I do remember vividly the reactions of several midwestern lecture groups I spoke to when I came back from Germany in 1940!

I tried to tell them that Adolf Hitler stood for everything we didn't. I used impassioned words to paint him as an arch villain.

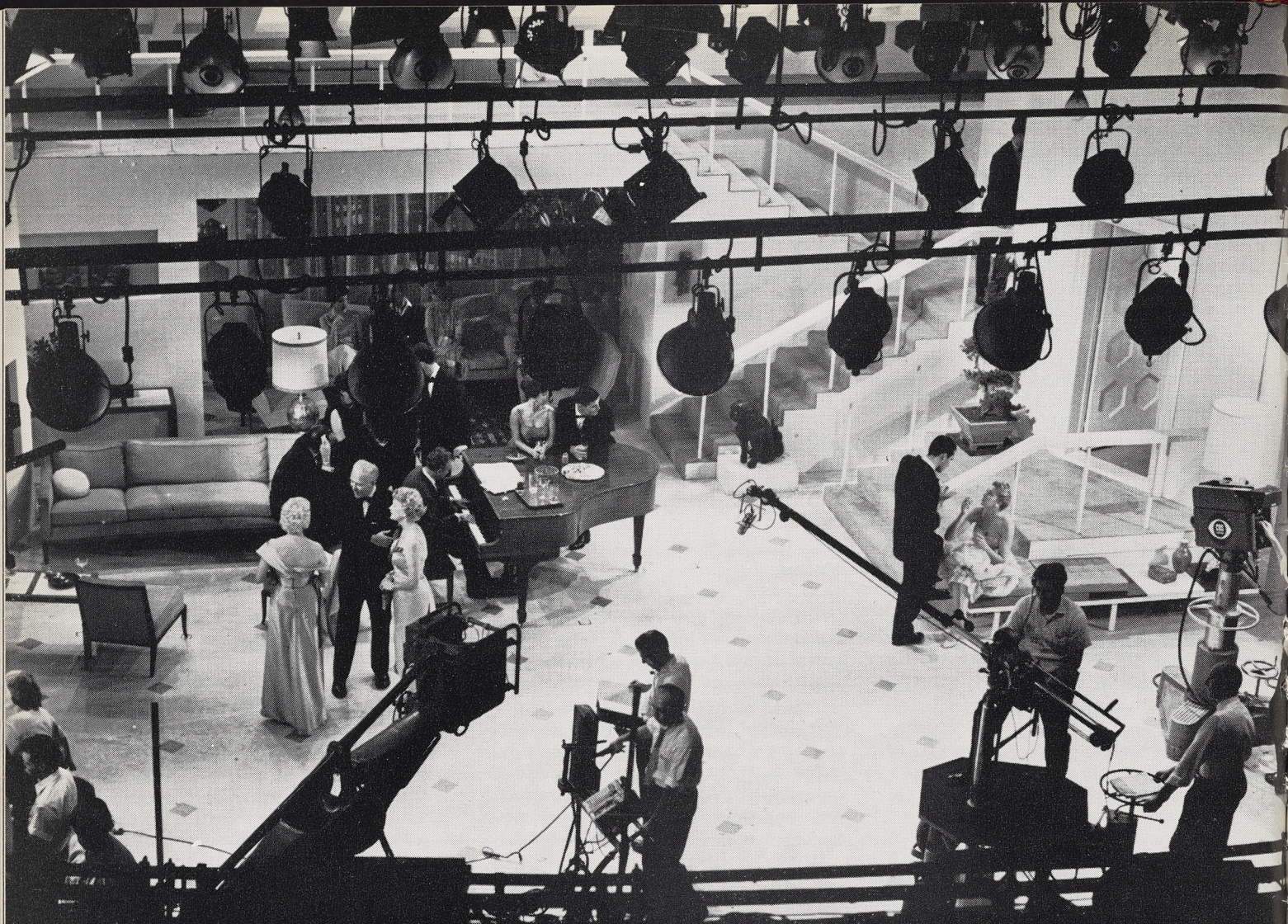
Then, I concluded with a heartfelt caution; not to judge him ridiculous as he prepared to take our measure; he was dangerous to our way of life.

The reception to my advice was lukewarm at best.

The United States found it hard in 1940 to think in terms of ruined Warsaw and the evil genius who caused its destruction.

That all Europe, and then, the world, were scheduled as playgrounds for Nazi slave masters was too much to swallow.

It took time and blood to realize these things.



TV must help achieve human goals



The role of television in fulfilling peoples' aspirations is out of proportion to its experience, yet TV must take on the job and do it, says Dr. Frank Stanton, leader in broadcasting and president, Columbia Broadcasting System. He regards public pressures to change TV as proper in our society, and technical changes as valuable both to television and the public.

EVERY generation and every people have probably regarded their problems—political, social and cultural—as unique. Actually, they are in essence the same, pretty well exemplified in man's quests for peace, for freedom, for material sufficiency, and for the opportunity to realize himself as an expressive and communicative being.

If our own age has given any special character to these historic aspirations, it has been one of scale, certainly, and perhaps one also of degree. The restlessness that once led a few people of Western Europe, including our own forebears, to strike out for a better state of things, now brews all around the world, not always expressing itself distinctly but always making it clear that old answers and old devices are no longer adequate.

Not only has this drive for betterment been more intensive than it has ever been before, but it has also been more contagious—spreading to every corner of the globe.

Communications have had, I am sure, a very great deal to do with this. Progress comes from people's becoming aware of alternatives, of other ways of doing things, of other standards. And communications will also have a great deal to do with where all this restlessness will lead, how mankind is going to organize itself, nationally and internationally, to advance toward goals that are felt everywhere, even if they are not always defined clearly.

I do not say that communications will determine the whole answer, but certainly they will affect the outcome as to whether these basic human yearnings are cynically exploited and twisted or are respected and given direction. *That* could be the whole answer.

Television will have to share with radio and the printed page this immeasurable responsibility—to share out of proportion to its experience and the time it has had to go through all the trial and error that the older media

have been through in the years past.

There is no question of the role television must play, for example, in broadening the horizons of the American people, giving them an insight into the rest of the world and at the same time a better knowledge of themselves and their own affairs. But it is also probable, even inevitable, that we will have increasingly to broadcast to the rest of the world accounts of ourselves and what our purposes are, and how they may relate to the common causes of people everywhere.

To do this, American television will have to lead from strength. The medium must be strong, clear in its sense of its rights and responsibilities, viable—free to move, economically sound—sound enough to take chances and not just sound enough to work out as a satisfactory business venture.

This is why we must pay serious attention to the popularity of television as entertainment. Not only does revenue from entertainment programs make up the financial basis of the information programs but, more importantly, it is entertainment that creates the audiences and the habit of viewing, without which the most impressive information program would fall on barren ground.

In order for American television to have the attention of the American people, it must be able to appeal to them, in the first place, in terms of their own interests. By this, I do not mean that the latter constitute a fence beyond which we can never move. The varied interests of the public, on the contrary, form a springboard from which, having first won the interest and approval of an audience, we can go anywhere. We must watch our pace closely, however, so that we do not move so fast, so far or so deep that audiences lose sight of us.

All this is, of course, a general principle of editing anything intended for other than a specialized public. The editor must begin with his audience's capacities and interests. If he is any good, he will, over the years of his relationship with his readers, enlarge both. But he cannot begin where he or anyone else thinks they ought to be and then work backward.

The audience of network television is 90 per cent of all the families in the country. To understand this huge audience, we must remember that fewer than 32 per cent of the American people between the ages of 18 and 64 have more than a high-school education and that almost one of three has had no more than eight years of schooling altogether.

At the same time, we must also remember that 50 per cent more of our population had college degrees in 1959 than in 1940; the percentage of our

people who have had four years of high school has also increased by 50 per cent during that period. And the percentage whose education has been limited to eight years has dropped by about a third.

This upward movement in the educational level is, of course, the real force that is going to improve television programs, just as it will improve books and magazines and newspapers—as it has in the past. And it is the only force that has validity and lasting authority. It cannot be ignored, and it cannot be countervailed. Television in its present form could not survive for very long if it failed to respond.

At the same time, the interests and enthusiasms of significant minorities must also be respected and met. As in a political democracy, the test of a cultural democracy is in respecting the views of others and not just your own—whether you are with the majority or what you are apt to think of as the most enlightened minority.

The multiple pressures from the public normal in a free, pluralistic society will inevitably determine the pace and degree of change in the general content of television programming. Some of these will be majority pressures. Some will come from interested and articulate minorities. Some will come from attentive and informed critics.

In any case, there is no immunity in any communications medium from such pressures, and there ought not to be. Newspapers and magazines that have ignored them have not survived, for the vitality of democratic life consists in the interplay of demand and response, on the one hand, and, on the other, of experiments and reactions not only in serious matters but also in the diversions of life.

In considering television's capacity for growth both as an entertainment and as an information medium, it must be remembered that television is in a very early phase of its development. Technically, there still lies before us an era of exploration, experiment and discovery that is bound to result in a more efficient use of the spectrum, leading to the encouragement of new stations and of new networks.

This is of importance because any ceiling imposed on competition within any medium is almost sure to have an artificial restraining effect on its growth.

In television, we have been, for too long, prisoners of VHF, the very high frequency channels that most sets now in use can receive, but only a very few of which can be used in the same community. The ultra high frequency (UHF) channels have been little used, both because not enough

sets can receive them and because there are still technical deficiencies in transmission and reception—chiefly the limited range of the ultra high frequency signal, and blind spots, even within that range, where the signal cannot be received.

The Federal Communications Commission has recommended to the Congress legislation requiring all sets manufactured in the future to be equipped for the reception of all channels, 12 VHF and 70 UHF. This gradually will overcome the first deterrent to the fuller use of the UHF channels—the lack of a potential audience.

As to the still unsolved technical problems of UHF transmission and reception, the fact of the matter is that everything could not be done at once, and television has been incredibly busy during its young life thus far, solving more immediate technical problems, finding a place for itself in the economy, creating and acquiring programs, building a new kind of news service.

There has simply not been time up until now to find the answer to making UHF channels workable for more widespread use. But that does not mean that there is no answer. To find it, broadcasters, set manufacturers, laboratories, the FCC all must give high priority to this piece of unfinished business, opening up the spectrum to stimulate competition.

Generally, all the communications media have benefitted enormously, since the invention of movable type, by technical advances. In turn, society in almost all its aspects has benefitted. The technical advances in themselves, of course, are meaningless. Their great significance comes from their contribution to the extension of the exchange of ideas.

We have seen this happen, over the years, in almost every area of intellectual, cultural and social life. The advancement of knowledge and speculation, wider access to excellent music and paintings through faithful transmission and reproduction, the breaking down of barriers between peoples and between groups among them—all these have resulted from the improvement of communications.

All these, too, have contributed to the resolution of those broad problems of mankind that occasionally seem so overwhelmingly in our own time. Perhaps they are. But we have the tools of communication in our hands that can do more to solve them than less blest generations could even attempt. If we are reasonably watchful about how we use those tools, we have—if nothing else—an opportunity fully as unique as the dimensions of our problems.

Can media protect human rights?

How to protect civil rights as guaranteed in our Bill of Rights has long been uppermost in the mind of Irving Dilliard, distinguished editorial writer of the St. Louis Post-Dispatch for 33 years before retiring to teach, speak, write a book on the Supreme Court and produce editorials for the Chicago American. Here he declares in bold terms that mass media have a long way to go in meeting their responsibilities for knowledge and understanding of the civil liberties of the individual.



JUST how great is the responsibility in the United States of the mass media—newspapers, magazines, radio and television—for popular understanding and devotion to individual liberties guaranteed by the Bill of Rights?

The answer, it seems to me, is that this responsibility is one of the very greatest, perhaps the greatest responsibility of all, which the information media and facilities bear.

Yet it is a serious question as to how well the mass media do in meeting this responsibility. In fact, to be perfectly blunt about it, in all too many instances those engaged in mass communications do little or nothing from day to day to develop an appre-

ciation of the individual citizen's civil liberties.

None the less, it is these constitutional liberties—freedom of religion, freedom of speech, freedom of the press, freedom of assembly, freedom of petition and the protection of due process of law and fair procedural and trial rights for the suspected and the accused—that really make the difference for us as Americans.

These liberties that we take for granted, that is, if most of us take them at all, make the difference between our rewarding life in free United States of America and the stultifying existence behind the Iron Curtain and elsewhere under dictatorial rule and oppression.

Let me be quick to commend those efforts via the printed or spoken word that do bulwark our rights. Robert Meloon of the Madison (Wis.) Capital Times staff was so struck by the presumption of guilt rather than innocence among prospective jurors for a recent murder trial in Madison that he wrote a most illuminating article that bore the headline:

*Presumption of Innocence
Baffles Jury; Many Unable
To Grasp Criminal Case Law*

Other instances of journalistic or broadcasting alertness to popular misinformation or misunderstanding with respect to our basic rights can, of course, be cited. But they are rare enough to be almost news events in themselves.

Consider, for example, the Fifth Amendment, which is referred to with more or less regularity by newspaper and magazine writers and radio and television newscasters and commentators.

As I write, the news media generally are carrying accounts of the Justice Dept.'s proceedings against Philip Bart, Brooklyn printer. Bart refused to answer questions about alleged Communist connections put by U.S. District Attorney David Acheson and ordered to be answered by Federal Judge Alexander Holtzoff in Washington.

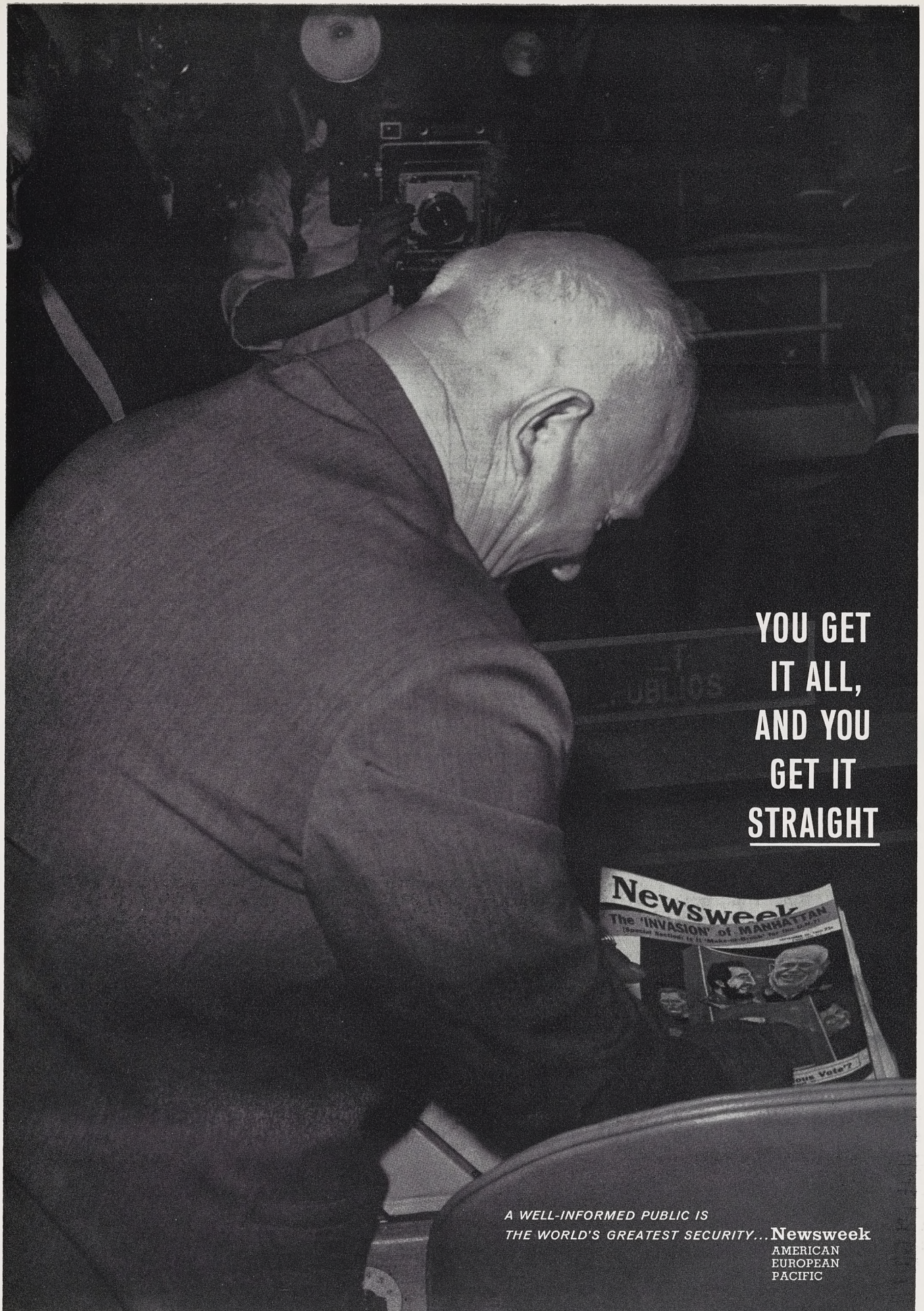
This is, as we all know, an old, old story. Hundreds have been summoned to the witness chair in both courtroom and investigation hearing room only to frustrate the inquirers by invoking, seemingly endlessly, the Fifth Amendment's protection against self-incrimination. The Associated Press reported that "Bart refused to answer more than 40 questions, saying to do so would violate his constitutional rights..."

Countless readers of the news stories, the headlines and the editorials

(Continued on page 100)

Supreme Court protects the individual, but needs help of mass media.





YOU GET
IT ALL,
AND YOU
GET IT
STRAIGHT

A WELL-INFORMED PUBLIC IS
THE WORLD'S GREATEST SECURITY... **Newsweek**
AMERICAN
EUROPEAN
PACIFIC



To think people can't expand their areas of knowledge is nonsense; more than ever they want information and interpretation to help them understand their world better, says Gardner Cowles, editor of Look magazine. An Iowan who built one of the great communications companies and now is President of Cowles Magazines and Broadcasting Inc., Cowles believes that a knowledge explosion is taking place in this country. For logical reasons he believes that the quest for knowledge will accelerate. Far from developing mental blocks in people, it means a golden age of communications.



Knowledge boom: New golden age?

APPARENTLY remembering the little old lady who returned a book because it told her more about penguins than she cared to know, some people are afraid that too much information is being foisted on the American people. These people fear that the public is unable, or unwilling, to absorb all the news that the communications media are bringing them, and therefore people generally are developing mental blocks about expanding their areas of knowledge any farther.

In my opinion, this is nonsense.

Every index, every statistic, points to the fact that the American public is hungrier than ever before for information and interpretation that will help them understand better the world in which we live.

The American Library Assn. recently reported that in the 100 largest cities in the United States, book circulation has increased 29 per cent in the past five years, and that reading tastes have shifted markedly away from westerns and mysteries, previ-

ously popular, toward art, music, political affairs and science and technology.

Since 1952, book buying in the United States has increased 92 per cent, and the paperback industry is currently selling 1,000,000 copies a day—many of them the better works of distinguished authors. And the number of titles has more than doubled in the past year and a half, going from 6,500 to 13,900.

Circulations of general consumer magazines are increasing almost twice as fast as the increase in the population, and newspaper circulation in the United States reached a record high of 59,009,159 in 1961, an increase of more than 750,000 over 1960.

The tremendous increase in reading has taken place at a time when there are 56 million television sets in American homes, and practically every household has at least one set.

In my opinion, this adds up to more than just a reading explosion. I think it's a knowledge explosion, and I be-

lieve the quest for knowledge will continue to accelerate.

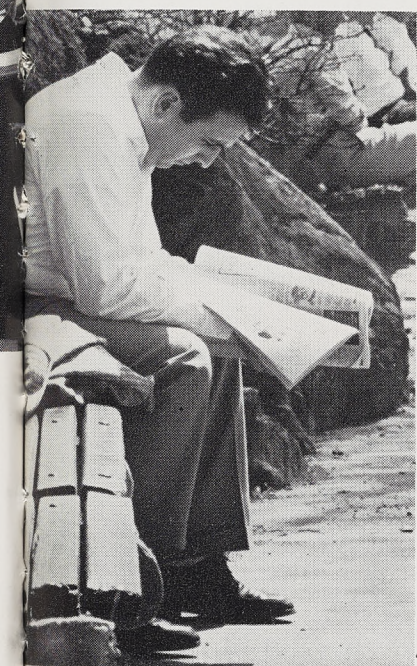
There are a lot of reasons why it's logical to assume that this will be the case. For one thing, a thirst for knowledge, once developed, is like an alcoholic's thirst for liquor; it's insatiable. That's why a person who subscribes to a number of magazines is the best possible prospect for another magazine subscription—and why people who already have dozens of books are the ripest candidates to purchase more.

In addition, being well informed has become one of the new status symbols in America. To be "culturally deprived" has become anathema. More and more, the person who is admired today is not necessarily the one with the greatest material wealth or possessions; it's the one who can hold his own in a discussion of anything from Renoir and Rodin to Angola or Uganda or the European Common Market.

This is not to say that intellectual laziness has disappeared in America.



"The American public is hungrier than ever for information. . . ."



Far from it. There are still too many people who never read a book, seldom read a newspaper or magazine, and who have developed a hard shell of lassitude to protect themselves from the rigors of thought.

But I think the trend is definitely toward increased assimilation of knowledge.

A survey conducted for *Look* a couple of years ago by Dr. George Gallup's American Institute of Public Opinion showed that 78 per cent of the American people feel a lack of education and wish they had gone further in school or college. It also showed that nearly half of the American people regard education as the most important requisite for achieving success in life. Hard work, long considered to be the American success

formula, came off a poor second in the survey, with only a quarter of the people thinking that it matters most.

In view of this attitude toward the essentiality of education, it's not surprising that our colleges are becoming increasingly overcrowded—and as the ranks of college-educated people expand, so will the knowledge explosion.

It's for this reason that I believe the golden age of communications is just beginning.

All of us in communications have both an opportunity and a challenge to increase constantly the number of people who want to be informed—and I know of no better way to do it than to catch them when they're off guard and arouse their interest in something they're determined not to be interested in.

In my opinion, the large circulation magazines do a far better job in this regard than some of our more outspoken intellectuals give them credit for.

It has been wisely said that an editor always has to be ahead of his audience, leading his readers on into unexplored areas of knowledge—but not so far ahead that he will lose them completely. And certainly before he can lead them, an editor must first get their attention.

In doing so, he has to compete against the television set, the bowling alley, the golf course, the trout stream and dozens of other forms of diversion. Certainly if he were to give his readers a solid diet of "highbrow" articles in a multi-million circulation magazine, there would be no contest. But in my opinion, an intelligent mixture of so-called "heavy" topics with lighter reading material results, slowly but surely, in awakening the interest of more and more people to subjects that should concern them a good deal.

I think it's significant that of all the articles *Look* carried in 1961, the ones that provoked the most letters to the editor all dealt with subjects of national or international concern—subjects ranging all the way from "Why Johnny Can't Write" and "The Roots of Bias" to "Africa" and "The Man Behind the John Birch Society."

Naturally, reader mail is not a true measure of reader interest, and many other articles in *Look* may have received wider readership and more intensive readership than those I have cited. But the reaction we received from these articles—and others like them—is nonetheless indicative of a mental awareness and interest that makes editing a multi-million-circulation magazine a very gratifying endeavor.

As Sterling M. McMurrin, U. S. Commissioner of Education, has pointed

ed out, one of our great needs as a nation is the cultivation of a genuine cosmopolitanism—a world-mindedness that will assure us not only an understanding and appreciation of other cultures, but an actual participation in them.

The need for such understanding and appreciation is pinpointed by the fact that two of three births in 1961 were in countries where per capita income is less than \$60 a year.

The typical American family's income is well over \$100 a week. How do you make that family understand the culture, the hopes, the dreams and the resentments of a family on the other side of the world to whom a figure like this would seem like a million dollars?

Can we ever possibly think we are over communicating until we have accomplished this task?

Today, the Soviet Union is financing newspapers and magazines in South America alone at the rate of \$100 million per year—and it is spending more money jamming Voice of America broadcasts than the United States spends to support its entire U. S. Information Agency.

Too many people assume that other societies should naturally want to share our beliefs, our democratic way of life and our goals. But the fact is that most of the people of the world can't understand our type of society at all.

As communicators, we have never had a more challenging future ahead

Rule of thumb: Newsmen and commentators who use the word "meaningful" usually aren't.

FLETCHER KNEBEL

of us than we have now, but I am encouraged on a number of scores. There is growing popular attention to the schools, and a growing realization that the age-old race between education and catastrophe is by no means over.

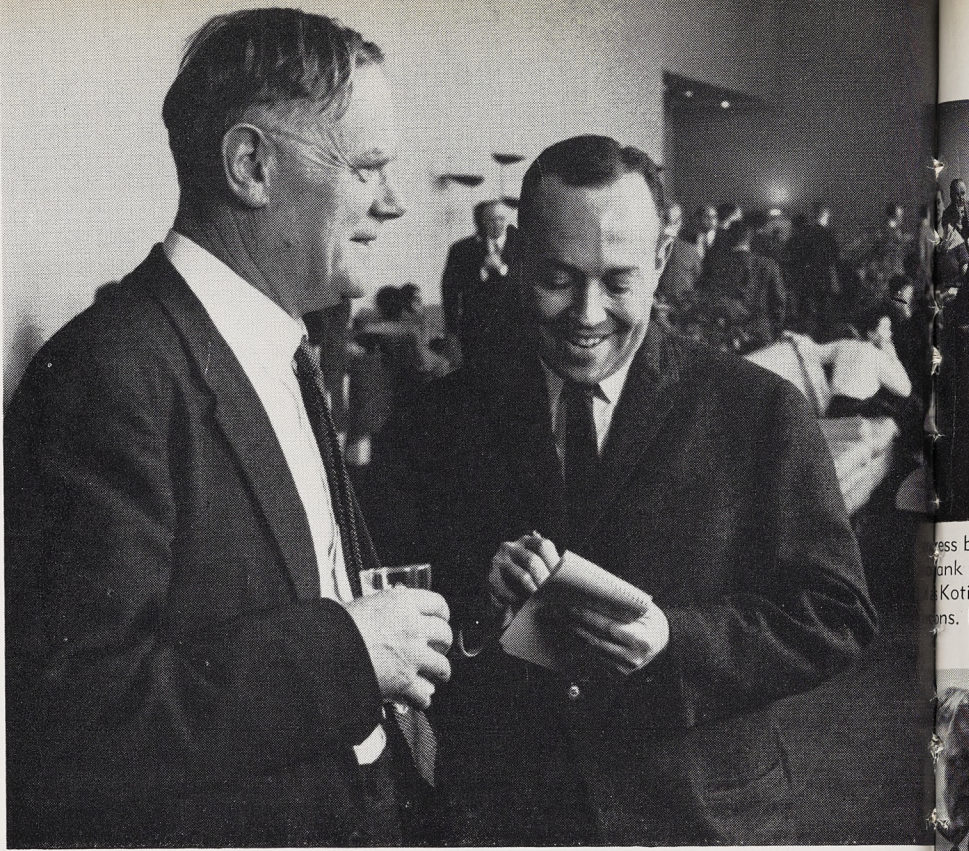
A handful of intellectuals—an educated few—could never assure a continuance of our democratic way of life, because an intelligent citizenry is the bulwark of a free society.

Thanks in no small measure to our communications media and their tremendous reach to the American people, ours is the age of the educated many. True, it's not as many as we would like, but we are unquestionably making progress.

As we speed up the rate of that progress—and I think we definitely will—we will have what I would consider a truly Golden Age of communications.

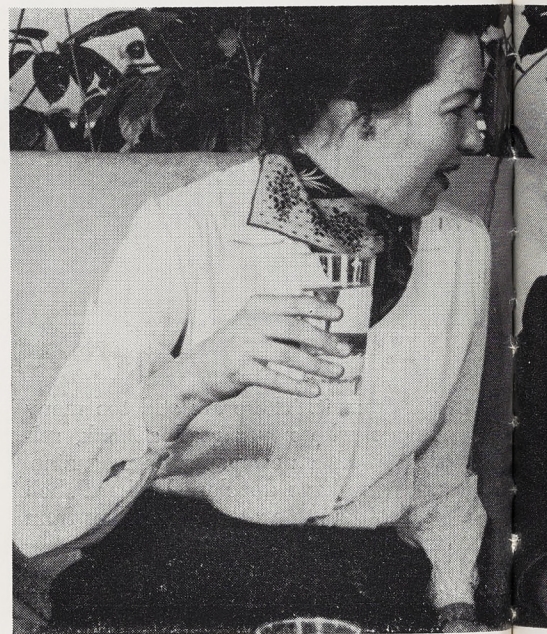


Press gallery provides front row seats for accredited newsmen from far and near. Here Korean newspaperman Kong Chang Ho covers a General Assembly debate on censuring Cuba.



Delegates are fair game for alert reporters. Sir Patrick Dean, head of the British delegation, is caught before lunch by New York Herald Tribune's Max Berck (above), earlier by A.P.'s William Otis (right).

Phone call meets a deadline for Pauline Frederick, NBC television, as she gets a lead for a story from the network's office in the UN.



PHOTOS BY CARL PERUTZ

Dateline: United Nations, N.Y.

Here in the world's most complex communications center, the working press is entrusted with one of the most challenging and crucial tasks of our time: to tell the story of the United Nations to a disunited world. Where reporters from all over the world cover proceedings in as many as five languages, no effort is spared to make the work of the fourth estate as easy and effective as possible. These candid shots show how correspondents cover the UN on a typical day—and some of the staff and facilities at their disposal.



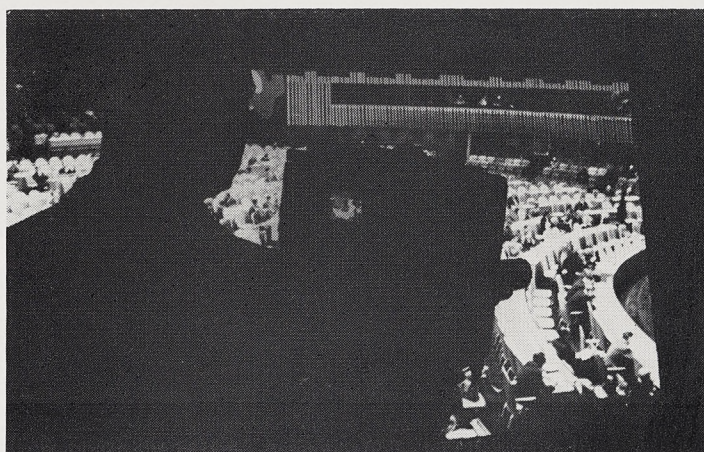
Press briefings are regular and complete. U.S. delegation press officer Frank Carpenter presides over a daily background session, while Phyllis Kotite, press liaison for the colonial affairs committee, answers questions. In front: John McVane, ABC, William Fulton, Chicago Tribune.



Sir
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...
...
(right)



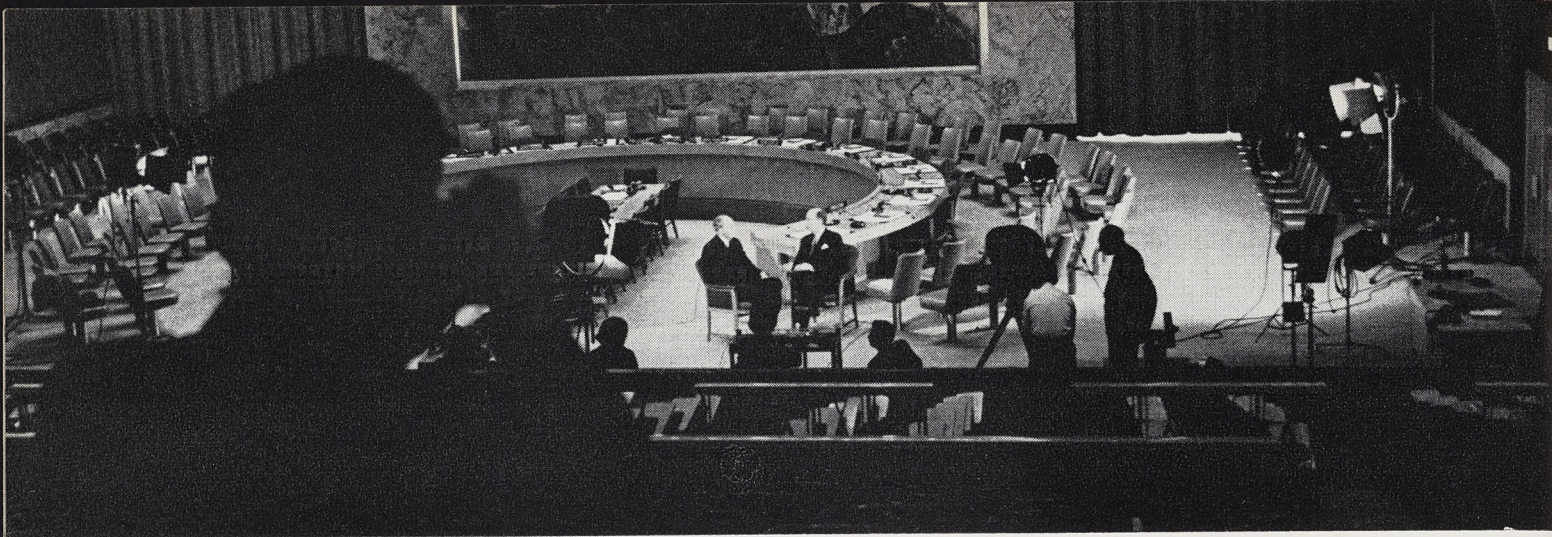
Before lunch in the delegates lounge is a favorite time and place for informal interviews. Mary Frances Harvey of the Quincy, Mass. Patriot-Ledger chats with H.E. Farah Ali Omar, Somaliland's chief delegate.



Facilities for photographers include specially constructed booths above the General Assembly hall, here being used by a television cameraman to get a shot of U.S. delegate Ambassador Francis Plimpton speaking on Cuba below.



Relaxation means coffee and TV in the press club for (l. to r.) John McVane of ABC, Martin Berck, New York Herald Tribune, and Kathleen McLaughlin, Lawrence O'Kane, Thomas Buckley, The New York Times.



UN photographer Yutaga Nagata is one of a world-wide staff which services over 400 negatives on the UN a month. Here he catches a TV interview between chief U.S. delegate Adlai Stevenson and Sir Gladwyn Jebb, former British ambassador to the UN.

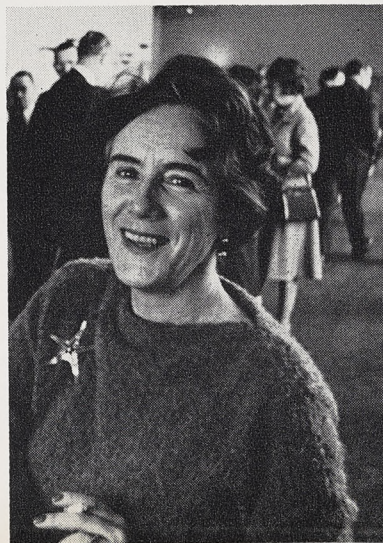
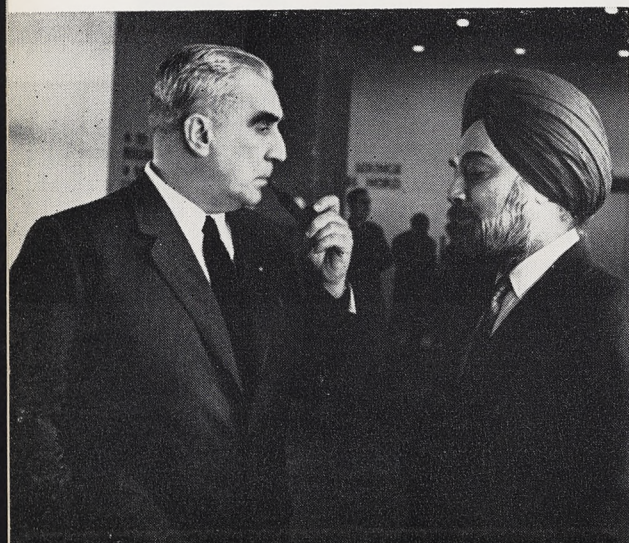


FACILITIES:

Correspondents on the UN beat get some fairly elaborate technical assistance, including: nine soundproof broadcasting and recording studios, a wall's length of daily press releases, postal boxes handling hundred of pieces of mail daily, and some 150 free desks in offices assigned to newsgathering organizations from all over the world. Right picture shows Reuter's man Michael Littlejohn in his office over the East River.

PERSONNEL:

Heading up a world-wide public information staff of some 200 is Undersecretary General Hernane Tavares de Sa seen here talking with H. S. Vahali, public relations officer for the Indian delegation. Right: key staffer Mrs. Audrey Longston, photo liaison officer, who accredits photographers.



Bettering our press image abroad

Americans, says Robert E. G. Harris, may be partially to blame for poor reporting of U.S. affairs. A former Los Angeles newspaperman and now a journalism professor at UCLA, Harris has traveled widely abroad. In 1958 he founded UCLA's Foreign Press Awards, one of which has gone to the OPC, and in 1960 he conducted a study of the training of journalists in Spain and of the press of many nations.



IF the coverage of America in the European press—or the press of the world, for that matter—is distorted and unsatisfactory, the fault probably lies as much with us at home as with those who write about us abroad.

This is, at least, my own conviction after years of travel and observation of the foreign scene. Somehow, it seems to me, we Americans have failed to take a critical, realistic view of what we have to do if we are to create a better image of ourselves in the world press.

Several years ago I interviewed the late Aneurin Bevan in London. At that time Bevan had never visited the United States. Sitting in the warm sunshine of a June afternoon on the terrace of the House of Commons, straining to hear through the fog of his thick Welsh accent, I suddenly bridled at the fiery British socialist's views of America and Americans.

"The trouble with you Americans," he said, "is that you haven't yet had your Reformation. You're still, economically and politically speaking, in the pre-anti-clerical era we were in before we cut off Charles First's head!"

Bevan at that time reflected a popular British view toward the United States—a view which I felt had been formed largely from reportage of the U.S. in the big British national dailies. It was the high tide of McCarthyism. Fleet St. editors asked me over and over why, if as I said McCarthy didn't speak for U.S. policy, he was permitted so much latitude.

This, coming from the cradle of free public discussion, disconcerted me. Perhaps it was a view formed from the tendency of the press and wire services to stress the most sensational news from the U.S. as the most important U.S. news.

This, I think, is the crux of the problem. The United States is con-

stantly being reported in the press of Europe today. This past year during extended stays in Britain and on the Continent, I was impressed with the frequency of top headlined news from the U.S. But the standards of reporting—as well as the choice of what is to be reported—are too often dictated by the need, as in the U.S., to sell newspapers. The quiet, thoughtful, comprehensive article analyzing U.S. cultural trends appears too infrequently in France-Soir or the Sunday Times of London.

On the other hand, we must admit in all fairness that the U.S. press carries too little significant reportage from abroad. In fact I would offer as a fairly safe generalization that on the whole the press overseas reports more American news than the press at home reports from abroad.

Three years ago in Madrid, for example, I was surprised to get the full details of the California gubernatorial and legislature election in big Spanish dailies. I am sure the publishing of such complete returns was not justified by the few Spanish readers interested in news from a particular spot in the U.S.

Of course, in many instances the press services both here and abroad are not adequate for the job at hand. It has been estimated that only about 10 of the U.S.'s approximately 1,750 daily newspapers maintain any sort of foreign news service, i.e., correspondents stationed abroad. From foreign countries there are about 500 correspondents stationed in the U.S., the majority of these, as we know, assigned to the United Nations. Many countries rely upon "stringers" to dispatch their U.S. news. Latin America is woefully underrepresented in the U.S. foreign press corps.

Studies we have made at the University of California at Los Angeles indicate that too few U.S. government-

al agencies and private educational institutions and foundations are interested in improving the standard of foreign coverage of American affairs.

The Foreign Specialists Branch of the U.S. State Department, operating on a modest budget, is trying to help in this situation. The branch brings a few foreign newsmen to the U.S. each year, sends them out over the country for simulated internships on regional papers and for conferences and visits with media executives in various cities. The average U.S. stay for foreign newsmen invited under this arrangement is four months. They then return to their native countries supposedly with a better understanding of American life and American journalistic practices.

A few so-called "institute" programs or short-term seminars for foreign newsmen are conducted from time to time by Columbia University's Graduate School of Journalism, and by the journalism departments of Northwestern, U.C.L.A., Stanford and Indiana. Generally, however, both university and private foundation support for foreign newsmen programs is slender.

The development of schools of journalism abroad has been another trend that may produce some improvement in the quality of reporting of U.S. affairs overseas. But by and large the problem still remains pretty much unresolved. The American scene, as reported by the press of the world, is confused and confusing. Our complaint in world centers is with quality, not quantity.

A part of this difficulty stems from the inability of foreign editors to distinguish between official and unofficial pronouncements of U.S. policy. During the Little Rock riots, for example, I was repeatedly confronted by my journalist friends abroad who wanted to know why, if the policies of Gov-

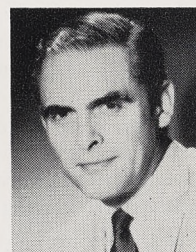
(Continued on page 104)



Every magazine has a reason for being. TIME's is to keep people well informed . . . to tell the story of the whole world's week . . . to tell it fully, to tell it accurately, to tell it well.

How can we say what we mean?

Harry Maynard, teacher and writer on the vicissitudes of language, believes that relatively little accurate meaning is conveyed by our masses of communication. It is not that we say too much, but that our tools are inadequate. Perhaps as much as 99 per cent of our written and spoken words is wasted energy, he says. He urges the development of a global language with "few, full and fixed" meanings. It would foster more freedom and exactness in articulation. It also would be more colorful and permit greater thought.



ARE we suffering from over-communication? . . . And if so, what do we do about it? Most responsible citizens are concerned about the population explosion, but how many of us are concerned with the communication explosion?

In this rapidly urbanizing United States, what business or home doesn't have a telephone? What home doesn't have a radio or television set? More than 8,400 magazines and 9,600 newspapers are published on a weekly or monthly basis, while 4,200 radio stations fill the airways 12 or more hours every day in this country. In the New York City area alone, we have over 55 radio and television stations. The average weight of The New York Times on Sunday is five pounds, and it contains over 393,000 words. The average American family is exposed to an estimated 1,581 advertising messages every day. We publish 7,000 books a year and over 100,000 specialized periodicals, to say nothing of the house organs, newsletters, and other publications.

This growth can be explained largely on the basis of two factors: the growth of education and information media. Sixty years ago, most of the earth's people were illiterate. By the end of the century, the figures will be reversed. We read more, listen more, and we see more in a decade than our ancestors did in a lifetime.

The experts estimate that information is being accumulated many thousands of times faster than it can be used. Our biggest problem in dealing with this huge output of information is information retrieval. We want information at our command when we need it. Knowledge we don't use we tend to forget. It's wasted information.

Information which we desire to communicate must be encoded in *language* by the sender and decoded by the receiver. The United States, which creates half the world's goods and services, is today a huge communications generator. Its influence, along with that of the rest of the English-speaking world, perhaps explains why English is beginning to dominate the semantic scene and why more information is encoded in English than any other language. English is the second language of most countries, including Russia.

Billions are spent annually on communications. It's worth it too, when you realize that the only real purpose of communications is to persuade the girl to nod her head instead of shaking it.

By FLETCHER KNEBEL

Our vocabularies are growing fast, and language habits are changing just as rapidly. One fact that should make the language purist happy: dialects are disappearing as print media and radio and television penetrate the farthest corners of the earth. English has doubled its vocabulary in 50 years, largely as a result of the rapid growth of science and technology. Turkey has changed its alphabet in a generation. Israel has refurbished ancient Hebrew and it has become a new language for most of its citizens in an even shorter period. Language habits can be changed quickly, if there is the motivation.

The language engineers have provocative suggestions for digging our way out of this avalanche of words. They suggest we need a scientifically

redesigned language for us all, and it is perhaps in this area where a partial and longer range solution to the information explosion lies. Even the United Nations, in its cautious way, is exploring the possibility of a second language.

A second language for us all is not a new idea. The philosopher Leibnitz dreamed of one. We have the enthusiastic advocates of basic English, esperanto, interlingua and over 300 other artificial languages. The interest in the science of language (semantics), has never been higher. Books on semantics become Book-of-the-Month Club selections. No major university is without a course in semantics and its related subjects.

Syntactics — a related discipline studying logic, mathematics and grammar—is also undergoing a revolution. Here is what John Pfeiffer had to say in Scientific American:

"Modern logicians, assisted by the powerful new technique (symbolic logic), have punched the Aristotelian system of logic full of holes. Of the 19 syllogisms stated by Aristotle and his medieval followers, four are now rejected and the rest can be reduced to five theorems. Modern logic has abandoned one of Aristotle's most basic principles: the law of the excluded middle, meaning that a statement must be either true or false. In the new system a statement may have three values: true, false or indeterminate. A close analogy to this system in the legal field is the Scottish trial law, which allows three verdicts — guilty, not guilty or 'not proven'."

Obviously, we will always have with us the challenge of upgrading the quality of our communications — of

(Continued on page 108)

Words and concepts: Do media sova

SEMANTICS has been defined as "the systematic study of meaning." When I began to study it more than 20 years ago, it was as a writer trying, as every writer must, to improve the clarity of his meaning to the reader. Since then I have found more and more applications for this systematic study, both to sharpen my own concepts and to understand those of others.

I am of course a daily consumer of mass media, at times almost a compulsive consumer of newspapers, radio news and comment. Useful as semantics can be to consumers of words, trying to keep a sense of direction in a verbal torrent, it could, I believe, also be useful to producers of the torrent.

We hear and read the words—but what does the chap really mean? Sometimes he means the opposite of what the words imply. Here I must take vigorous exception to a popular misuse of the word "semantics" to mean deliberate deception. An honest communicator avoids both slur and purr words, and semantics helps the listener detect both distortions.

The Moscow radio presents a daily problem in semantic translation. Diplomats perforce must practice a certain amount of double talk; military communiqués have been notorious for turning physical defeat into verbal victory. Stock market analysts have a basketful of euphemisms for a downturn. International power politics provides a magnificent laboratory for the student of semantics, and most political correspondents I believe learn early to discount the propaganda in official statements.

A cardinal element in semantic analysis is the relationship between a map and the territory it is supposed to represent. Does the verbal map in our heads correspond to the event in the space-time world out there? The mass media of "our" side in any conflict circulate verbal maps whose correlation with the actual terrain often leaves a good deal to be desired. The citizen reads and feels cheered, but is not necessarily informed. A dozen years later careful historians will document the gulf between what happened, and what was said to be happening.

Accordingly, it may be something

more than good clean fun to try to apply semantic tests to the cold war and its treatment by the mass media. Beside the map-terrain, another key semantic principle is to beware of "bipolarization," that is thinking in terms of North Pole, South Pole, black or white, with no allowance for shades of gray.

Another admonition is to follow the lead of a good scientist and get all the major characteristics in before rushing to a conclusion. A fourth is to find the "referent," the concrete events in space and time to which an abstract term refers.

Thus the semanticist is shy of the term "freedom," up there alone in the stratosphere, and asks: "Freedom to do what?" He remembers the remark of a famous jurist: "Your freedom to swing your arms ends where my nose begins."

Another semantic tool is the placing of events in space, and dating them in time. Thus Chamberlain's "appeasement" in Munich in 1938, ten years before the H-bomb was made operational, cannot be applied to Berlin in 1962, with nuclear warheads poised. Yet how often have

we seen the two situations equated in the mass media.

Bipolarization in the cold war takes the form of "communism" versus "capitalism," each an exclusive organic entity having no contact with the other. For us, the former is evil incarnate, for Russians the reverse. Our mass media play the changes with "the slave state" versus "the free world," "totalitarianism" versus "democracy."

Russian media reverse the accent with "capitalist-imperialists" versus "peace-loving peoples." Each camp is duly horrified at the hypocrisy of the other. At a cultural relations conference in Russia last summer, I had first-hand opportunity to observe this mutual horror, and its sincerity on both sides.

Bipolarization tends to divide humanity sharply into friend or foe. "The enemy of my enemy is my friend" is one corollary, and makes some curious bedfellows, such as the United States and Franco, both enemies of Moscow. "Those who are not with us are against us," is another corollary; it dominated the thinking of John Foster Dulles at one time. Its effect is to throw all

How words can lead ns

ONLY recently have we become aware that to a significant extent each language is but one way of classifying the interactions between so-called reality and experience. Each language describes and dissects our environment in a somewhat unique way. The words we learn in childhood are ready-made affairs which fit onto what we see, hear, and otherwise experience. Patterns of verbal use influence our thinking and behavior more than we have been aware.

How often words dim our perceptions, influence our responses and help us to justify unsane behavior. Reality for us is in part determined by our assumptions about language and the words we then employ. We are captives within a web of our creation.

In the United States we have more diversity and nonconformity than in Russia, and this we can call more freedom. But to consider Russia as a "slave state" neglects some facts and oversimplifies others. Our thinking is narrowed and at times we galvanize into actions inappropriate even for our own worldwide welfare. It is not surprising that the Russians, who are similarly semantically naive, should see us as "imperialists." There is thus a reciprocal impasse.

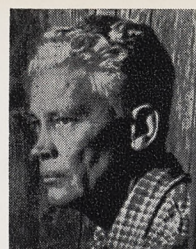
A danger in blithely going along talking about a free and a slave world is that we are too likely to become wedded to our stereotypes and close our eyes to the range of conditions existing throughout the world. Our humanitarian desire to keep nations from being taken over and made part of the so-called slave world is commendable.

However, in practice our emphasis is upon military types of defense. Valuable though this aid has been, it tends to overlook underlying conditions and problems. As people become stronger and feel they have more to live, protect and fight for, they are more likely to be self-reliant, independent and politically astute.

Defense as a concept is now a plague in our midst. We talk about it in terms of the hydrogen bomb has made obsolete. The military advantage is now to the group that strikes first.

fallacies?

Stuart Chase, 74, has written widely on economics and government. But he is best known for his inquiries into the use and misuse of language. Two of his books, *Tyranny of Words*, 1938, and *Power of Words*, 1954, have been best-sellers. His newest work, *American Credos*, will be published in June. Here he analyzes the loose use of words in our media.



neutrals into the communist camp—thus doubling our foes.

Contrasting “east” against “west” tends to put our side at a special disadvantage, by making the other side a free gift of the entire continent of Asia.

Editorial writers are especially tempted to bipolarize. While reporters struggle to get the facts, the editor can let go like an Old Testament prophet as he contemplates the guile and wickedness of the enemy. Not for nothing was The London Times known as the thunderer.

The semanticist, however, in company with the objective journalist, the scientist and the philosopher, can indulge in no such certitudes. He must try to cut under the absolutes and find the variables. He knows that large public issues usually have more than two sides, often many sides.

Berlin has a whole series of sides, including a sharp shift through time, and perhaps the most curious space arrangement in the whole history of power politics.

It does not require either great knowledge or profound cogitation to see that the cold war—that is, the

power struggle between the US and the USSR—contains more dimensions than a contest between good and evil. It follows that action taken on a bipolar basis is likely to be blind, if not extremely dangerous. The terrain back of these terms is complicated.

For two-valued thinkers, “capitalism” is a timeless Platonic entity, facing “communism,” another timeless entity. But to the semanticist these lofty concepts are all but meaningless, and he looks for referents nearer the ground. The institutional realities to which these terms refer have undergone drastic changes, while the terms themselves remain frozen in their classic outlines of a hundred years ago.

Nineteenth century capitalism as celebrated by Ricardo, with its small producer units practicing *laissez-faire*, and labor a commodity, has evolved into a mixed economy, where Big Labor, Big Business and Big Government block each other's bids for power.

Marx held that under capitalism the rich would get richer and the poor poorer. Obviously this has not happened. In high energy societies the poor are now relatively so rich that the appeal of communism recedes

to the vanishing point. Average family income in the U.S. is now more than \$6,000 a year, in Russia \$1,200, in China probably under \$200.

The “welfare state” enjoyed by affluent societies, far from being a station on the road to communism, is an obstinate barrier to its doctrinal spread. Communism has no future in affluent societies so long as they maintain their affluence. Thus the kind of “capitalism” which the Russians are attacking—and which the radical right in the U.S. thinks it is defending—has gone forever.

Turning now to realities in the space dimension, the analyst finds bipolarization equally unhelpful. As often used in U.S. mass media, the word “capitalism” is practically synonymous with “the free world”—where consumer choices, investment choices, and the Bill of Rights operate unhampered. This simplification has little meaning as one searches for the economic and political freedoms enjoyed by the people of Spain, Portugal, Egypt, South Africa, Pakistan, South Korea, Bolivia and other non-communist states, presided over by dictators, royalists, racists and military juntas.

In much of the Hungry World, where annual per capita income is less than \$100, and the illiteracy rate more than 50 per cent, political democracy is unworkable, as John Scott and others have amply demonstrated. A cardinal function of democracy is a substantial middle class.

Bringing in elements of both space and time, the semanticist asks, “Who are ‘we’?” The “we” of 1962 is quite a different political camp from that of 1942. Twenty years ago “we” included as valued allies Russia, China, Poland and Czechoslovakia; while the unspeakable enemy included Germany, Austria, Italy and Japan.

How will the “we’s” and “they’s” be grouped in 1982—if either survives until 1982? Already the idea is abroad that the U.S. might eventually line up with Russia against China. An American diplomat at the Geneva conference on Laos is reported to have told a Chinese diplomat: “The United States and the Soviet Union are not going to fight a war between themselves just to please the Chinese.”

I do not mean to deny the deadly
(Continued on page 105)

Insane behavior by Lloyd Morain

The Maginot Line was once “impregnable.” And wars used to have victors and the vanquished. Ask around Europe these days and see how varied are the opinions as to who were the real victors of the second world war. What is striking is that when we apply the old term “defense” to the present world we have as Jerome D. Frank has effectively elaborated in many speeches, “committed ourselves to a false conclusion even before we have started to think.”

Fortunately there is wide variety in radio and TV programs, newspaper and magazine articles, thus precluding sweeping generalization. Mass media reflect and cater to the interests of the population at large. Weaknesses in our media stem largely from the general unawareness of semantic factors. We all attended schools geared to passing along information by means of an obsolete linguistic structure.

A growing number of persons are becoming aware that language habits and limitations taken over from earlier centuries are no longer adequate. Let us say farewell to expressions such as “Far East,” which orients people in terms of Downing St., or “primitive peoples” as determined by the conventional. How many of us have the knowledge, intelligence and ingenuity to survive a year alongside the residents of the Kalahari desert? Even our morality couched in mystical and medieval terms is no longer meaningful.

“Without any technical specialism, each of us can:

- Pay more attention to non-verbal communication. Emerson upon one occasion remarked, “Your actions speak so loudly I cannot hear what you say.”
- Recognize the extent of individual meanings for words. A teen-ager once defined “home” as “a place where you can’t eat your dinner without throwing up.”
- Regularly remind ourselves that our words are not the processes to which they refer.
- Lessen our proclivity to think only in terms of labels.
- Try to form fewer automatic associational responses. Yes, there are atheists who are not communists.

Limits of communication



Perhaps the biggest handicap in how well one communicates is the process of communication itself, Northwestern University semanticist William V. Haney says in this article, claiming that "if a man's motive is to misunderstand or be misunderstood, he can usually succeed with ease." Haney, author of the book "Communications Patterns and Incidents" then offers a series of pointers on how anyone can become a better communicator.

It seems to me that the myriads of problems, confusions, and conflicts attributed to communication can be roughly divided into two categories. One has to do with *why* people are communicating, the other with *how well* they are doing the job.

If a man's motive is to misunderstand or to be misunderstood, he can usually succeed with ease. If you question this, try an experiment with someone. Tell him to instruct you to perform some simple task—such as, counting to ten, drawing a triangle or lighting a cigarette.

The point is that his instructions must be such that you cannot possibly misunderstand them. Unless you run out of ingenuity or he out of patience (which is the more likely to occur first), you can play this game for a half hour at least!

If union and management representatives *want* to talk past each other, if a son *tries* to misunderstand his father's decree about the family car, if nations *wish* to misconstrue one another, they can generally do so.

So much, for now, for the first category. Now suppose men were to have the highest intentions of understanding and of being understood—as indeed most do, most of the time. Would there be no problem? Hardly, for *how well* one communicates (both sends and receives) is severely limited by the process of communication itself.

Let me sketch, in elemental terms, the basic model of deliberate, conscious, human communication.

The speaker or writer (or, in general, the sender) begins by *encoding* a message (formulating his thoughts, ideas, feelings, etc. and representing them with symbols, usually verbal, but often gestural, pictorial, etc.)

Next he must *transmit* his symbols

(ordinarily by making marks on a piece of paper or by vibrating his vocal folds, resonating and articulating the ensuing sounds, etc.). The marks, vibrations, etc., are now conveyed through some appropriate *medium* (reflected light, air, etc.).

Hopefully, these potential stimuli are *received* by another human where they are converted into electro-chemical neurological impulses which speed to the brain where they are *decoded* into symbols and thence into ideas, visualizations, etc.

Generally, a communication is successful when the receiver's resultant inside-the-head experience is sufficiently similar to what the sender intended him to have. The variable, "sufficiently," of course, is determined by the requirements of the situation. Barber-shop colloquies on international affairs hardly necessitate the rigor of control tower-pilot communications.

In any event, it is obvious that mismatches can and do occur with great frequency—sometimes with painful and costly consequences. The readers of this journal need not be reminded of the magnitude of effect of mass miscommunication.

What is it that happens inside us as we formulate messages—or interpret another's? What sorts of disturbing, distorting influences skew our encodings and decodings? Is there not some integrating rationale which will enable us to use the findings of social and biological (and, yes, physical) researchers and theorists?

Some, among them the general semanticists, have offered an approach which, where it has not been ignored, has often been given mere lip service. They ask us to accept three working hypotheses:

- That you and I and everyone else who reads this article (and everyone

who does not) abides by assumptions—basic notions or beliefs about himself, about others, about his communicating and his other means for relating to others

- That some of these assumptions are fallacious—they are not borne out in reality

- That we are largely unaware of holding these assumptions.

If these hypotheses are valid, and the empirical evidence is impressive, then it is obvious that such fallacious and unconsciously held assumptions could very materially, destructively, and insidiously influence one's encoding and decoding and his evaluational processes, generally. From dozens of such assumptions cited, I have chosen two which, from my observations of human communication, I consider among the most widespread, costly and dangerous.

A Word Has One Meaning. This is a ludicrous notion on two counts. First, most non-technical English words are relatively versatile. For extreme examples, check your dictionary for such words as "make," "do," "get." My desk dictionary has 87 definitions for "use" (in four different parts of speech!), over a hundred for "run," etc. A recent study counted a total of 14,070 definitions for the 500 most commonly used words in our language! Second, a word doesn't *have* a meaning—or its converse—a meaning doesn't exist in a word. Meaning "resides" in a human being.

But, the mono-meaning assumption is apparently as prevalent as it is ridiculous and, perhaps, understandably. It is a downright notion. We would like to believe it for we would then have the comforting assurance that we could not possibly misunderstand or be misunderstood.

Preventives. How can misevaluation and miscommunication be prevented? Quite simply, really—but there is a string attached. First, let me set out a few simple precautions for coping with the two patterns of miscommunication I have described.

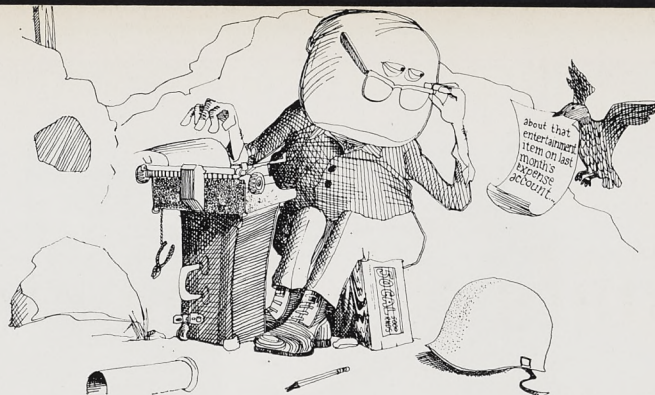
- Be *person-centered*, not word-centered, when you communicate. The point is not what his *words* mean, but what does *he* mean—conversely, what will *he* understand from your words

- *Query and paraphrase:* Two elementary yet quite effective ways to implement the above orientation. Ask when you are not sure; reword the other fellow's message and get him to check you

- Be sensitive to *contexts*. We fix verbal variables with surrounding cues. By saying the solitary word, "strike," one could be referring to bowling, matches, baseball, a set (theatre), etc.

(Continued on page 101)

Allen Dodd, once INS London News Editor, could mislay any memo not tattooed on him. He is now TV Editor at Printers' Ink and gets all messages via closed-circuit secretaries.



How to keep out of touch with the folks back home

THE least anxiety-prone man I ever met was a correspondent I'll call Lester Frabble. He was a phenomenal phrase-bender, but for all the luck his home office had in keeping in touch with him, he might as well have been illiterate.

Frabble's system for dealing with his morning mail was simple and practical. He would flip through the envelopes, separate anything that looked like a memorandum and toss it into the wastebasket. "That takes care of the post-mortems," he would remark, and then depart on his daily dredging of news contacts. Frabble liked to live in the future.

After he had left, his assistant would mine the wastebasket for expense checks and any information that might have a drastic bearing on Frabble's career. If he had been fired—and this seemed a good bet—it might have been weeks before he found out about it.

Frabble's streamlined administrative procedures naturally provoked periodic outbursts of overloads, beginning with, "APPRECIATE REPLY MY QUERY..." and working up through "How PLEASE..." to "URGENT YOU ANSWER IMMEDIATELY." When the temperature reached this point, Frabble would sigh, roll a blank into his typewriter and punch out:

GLOTZ

STRIVING

FRABBLE.

In extreme cases he would send "STRIVINGEST." "There," he would say with satisfaction, "That'll hold him for another week."

Frabble represented an ultimate illustration of the old truth that distance lends detachment. There can't be many correspondents who haven't,

under the pressure of breaking news, encouraged the natural tendency of communications from the home office to get garbled, misrouted or simply mislaid.

The advantage enjoyed by the roving correspondent in his to-and-fro with the folks back home is that it's easier to mislay a query someplace between Nicosia and Damascus than in the well-secretaried cubicles of New York. And Frabble never made the mistake, as one correspondent did, of leaving himself open for a comeback. This well-traveled gentleman was recalled to the United States and incautiously asked if he should sail or fly. Back came a one word answer. It said: "SWIM."

The natural hazards to communication need little encouragement. They include censors, sunspots, native delivery boys on bicycles, trawlers with cable-clipping drags and mental lapses on the part of the sender or receiver. The first three roadblocks merely interfere with transmission: sunspots, trawlers and delivery boys are elemental forces of nature, and nothing much can be done about them.

The mental lapses sometimes lead to the type of communications that make a correspondent wonder if he is coming unstuck or going native or both. These include cables referring to fads that have popped up or attitudes that have oozed in since he left the land of over-extended credit and waistlines.

Sitting somewhere in the dehydrated landscape of northern Africa, he picks through his mail and wonders what a hula hoop or the Diner's Club is and how you would render "teen-age emotional disturbances" into Arabic.

There are, of course, communications that are only too easy to understand. Armies may march and governments may topple, but the perennials drift down as relentlessly as the fine sand of the Sahara:

- "... hate to bother you at a time like this, but the accounting department is questioning that entertainment item in last month's expense account..."
- "... very good friend of mine and, incidentally, an important business contact, is taking a European tour with his wife and three daughters and will be in your city on..."
- "... one of our top ad salesmen, who came up with an idea that would make a cute little feature..."
- "... assume you're all set to file quickly on general Asian reaction to the upcoming South Dakota elections..."

The message that begins with "ASSUME," incidentally, is one of the few communications that almost always means the exact opposite of what it says. When the home office cables "ASSUME YOU ALL SET...", what the home office means, of course, is that it assumes you aren't all set, or it wouldn't have sent the cable.

There are also the lapses that arise from sheer pressure and can earn a correspondent a sort of left-handed glory, at least among his admiring colleagues. One such hero was the man who attended one of those vastly overcovered weddings and was instructed to file a fast flash the moment the happy couple was united. The moment arrived and the correspondent fired off his quick cable:

URGENT MARRIAGE CONSUMATED.

(Continued on page 110)



The Look team's report takes in both trivia and tension. Here Moskin is briefed by an American officer in Berlin before he leaves for Helmstedt to cover a border incident.



Flying from Berlin to Helmstedt on the plane of Major General Ralph M. Osborne, top American representative in Berlin, Moskin discusses the significance of the incident with the U. S. Berlin Command's PIO. American officials plan to hand the Russians a protest at the border.



When the correspondents of Look Magazine arrived in Helmstedt, Hansen sets up his camera in a well-concealed location, trained through a second-story window overlooking the border.



To personalize the story of U.S. troops in Berlin, Moskin decides to pick a typical G.I. He talks with several American soldiers, finally selects Pfc. Jimmy Lee (far left) as the subject.



Rounding out his profile of the American forces guarding the divided city, Moskin moves up the military ladder for a background chat with Jimmy Lee's commanding officer, Col. H. B. Ayres of the 2nd Battle Group, 6th Infantry.



The embodiment of German military tradition, Wolfgang Marquard, grandson of a colonel and son of a general, displays the decorations his family has been given through the years.

Covering a story overseas

THIS is how two cold war correspondents told the Berlin story.

The men: senior editor Bob Moskin and photographer Jim Hansen of Look Magazine. Their assignment: sketch the profile of three million people living, working, carrying on their everyday affairs on a political island.

Moskin and Hansen spent several weeks gathering background material at the State and Defense Departments and the West German embassy before they even left the United States. On Nov. 28, 1960, they took off for the divided city where the real digging—for moods and atmospheres and revealing incidents as well as facts—got

under way.

It was a strange mixture of the ordinary and the outlandish. They sat in comfortable offices interviewing officials and prowled through the murky forests near the border with U.S. troops on training exercises. They photographed singing crowds in a big, brassy beer hall and, from a concealed position—snapped Russian border guards. They visited homes and shops, factories and fashion salons, schools, refugee camps and night clubs. They talked with a preacher, a composer, West Berlin Mayor Willy Brandt, a dental technician, an industrialist, a journalist, Maj. Gen. Ralph

Osborne, ranking U.S. officer, a Jewish leader, East German police, a girl, her parents, her boy friend.

They singled out one American soldier, a private first class, and followed him through drills, combat exercises, barracks life and visits to town to get the story of the G.I.s who know they are expendable if the Berlin crisis explodes.

Moskin and Hansen returned to the U.S., bringing with them 7,000 photographs and 950 pages of notes. It had been, for both of them, a typical mid-20th century assignment—one where you don't cover the story, you live it.



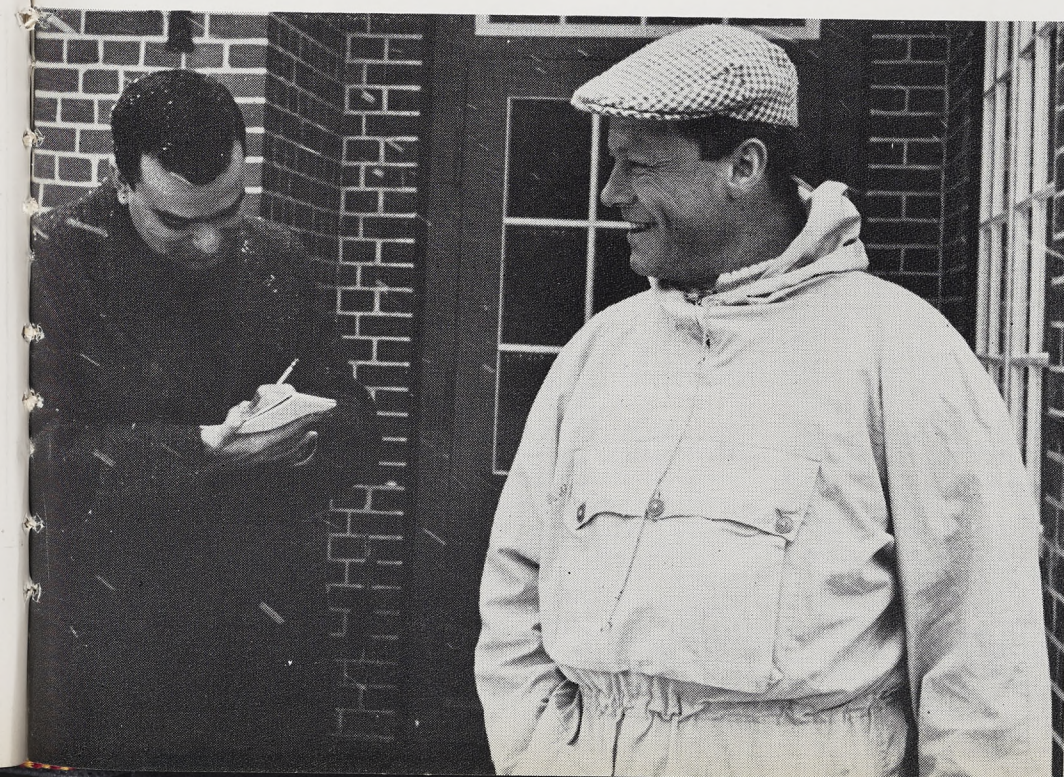
ts of East German border. The result is
sets shot of an actual contact between
forces, and Soviet forces as an Amer-
h a major hands the protest to a Rus-
rlook officer.



another man in uniform, but a
inter angle of the over-all Berlin
port: Moskin stops for a chat
with the doorman in front of a
West Berlin nitery.



Refugees are a grimly familiar part of the Berlin story. Moskin, aided by a West Berlin official, interviews a young couple who have just arrived at West Berlin's Marienfelde refugee camp. Leaving all their possessions behind when they fled, the couple made their way to the border, where they managed to convince Communist policemen that they were just taking their baby for a brief visit to West Berlin for medical treatment.



Hansen and Moskin traveled nearly 200 miles through a driving snow-storm in order to spend a day with West Berlin's mayor, Willy Brandt, close to Hamburg.



The American G.I. in Berlin knows he's expendable if the tension ever flares into a shooting war. To catch the flavor of this outpost garrison the correspondents followed PFC Lee through passes in town, barracks life, drill and training. In a misty forest on the edge of the city Hansen snaps action shots (left) as Lee takes cover.



Back in the U.S., Hansen and Moskin work through 7,000 pictures, 950 pages of notes with art chief Allen Hurlburt and editorial director Dan Mich. Look ran the story February 28, 1961.



Building foreign business news

Harry Waddell, executive vice-president of the McGraw-Hill Publishing Co., finds that reporting of business news abroad has fallen behind the increases in international trade. Though U.S. publishers have been stepping up their international business coverage, they face some serious obstacles, such as the secretive policies of foreign companies and the expense of maintaining business news specialists abroad. But the problems can be solved.



ONE of the major concerns of the American business community today is the international balance of payments. The persistent U.S. deficit has many of us worried, and rightly so. Yet there is another area in which we should be concerned, because it will also have an increasingly adverse effect on our business community: America's position in the international balance of business news.

Our news magazines and business publications have done an excellent job in stepping up their overseas coverage of business, financial, economic and technological developments. However, the rate at which we've increased the flow of this foreign business news is running *behind* the rate of increase of international trade and commerce.

In other words, in terms of what our business leaders should know about overseas developments as they affect American industry, we must do a better job of fact-gathering, reporting and interpreting.

Our weekly news magazines have played a major role in stimulating the flow of overseas business news. Bob Christopher, a senior editor of Time magazine, estimates that that publication carries twice as much foreign business news today as it did ten years ago; today, every major Time news bureau overseas has one man who specializes in local business and economics—something that wasn't true in 1952. Clem Morgello, business editor of Newsweek, estimates that at least 20 per cent of all business news in that magazine concerns foreign countries; in nine issues picked at random from 1952 Newsweeks, there wasn't a single major article on foreign business.

Among business magazines, Busi-

ness Week estimates that it more than doubled its foreign business news over ten years ago, and Fortune says it has increased its foreign coverage "significantly." So have the Wall Street Journal and the Journal of Commerce. The large multi-publication business publishing houses—such as McGraw-Hill and Fairchild—have built up large overseas news-gathering organizations, and the result has been greatly increased foreign news coverage in virtually all of their publications.

Despite this increase, however, the availability of foreign business news has not kept pace with the need. Both editors and readers complain they are not getting either the quality or the quantity of useful information from overseas.

One area where foreign business news reporting needs substantial im-

chemical refinement of metal (Canada).

The most important aspect of this reporting of new products overseas is speed. All too often, a significant new product is reported in some obscure foreign technical journal, months later gets translated, and eventually reaches American readers a year or more after the initial report. By then, any hope an American businessman had of making plans to meet this new development is hopelessly gone.

The big question, of course, is *why* we aren't getting better coverage of foreign business news—why the flow isn't faster—despite the obvious need and demand for it. It seems to me there are five major reasons.

First, the cost of digging out and then transmitting foreign business news is extremely high. For example, McGraw-Hill spends a considerable amount of money to maintain news bureaus in eight overseas countries, solely to obtain business, financial, economic and technological information. In addition to our bureaus, we maintain 76 correspondents in 74 additional countries around the world, to supply business news in their respective countries and to handle individual assignments. Fairchild and Conover-Mast, among other major business magazine publishers, also spend sizable amounts of money to maintain similar business news-gathering networks.

The high cost of operating a foreign bureau is best illustrated in Moscow, where McGraw-Hill is the only business magazine publisher to maintain a full-time reporter whose sole job is reporting on Russian developments as they affect American business. The annual cost to McGraw-Hill to main-

Communicator: A fellow who managed to get a sponsor for the handbasket he tells you the world is going to hell in.

FLETCHER KNEBEL

provement is in new products and processes. Such news from overseas is sadly lacking, despite the fact that foreign laboratories have developed some of the most valuable new products and processes: dacron and polyethylene (from Britain), polypropylene (Italy), urethane foam (Germany), oxygen steel conversion (Austria) and

U. S. media flourish abroad

by Louis W. Fairchild, president, Fairchild Publications Inc.

THE last decade has seen a tremendous increase in the activities of American communications media for overseas consumption. All indications point to a great acceleration in this area during the next ten years. The shrinking world has made the capitals of all countries closer to each other than were New York and San Francisco early in this century. The European Common Market has brought about a revolution in economic thinking. The need, desire and wants of people everywhere have expanded beyond the dreams of a quarter of a century ago.

The space age is upon us and knowledge of what is going on in all sections of the globe and the desire to share in the affluence of better living conditions is the ever present preoccupation of the peoples of the world.

American communication companies, in all forms of media, radio, television, magazines, newspapers, business magazines, books, records, etc., have stepped out boldly to supply this need, but admit they have only scratched the surface. With new electronic and technical publishing facilities coming fast there is a limitless future in expanding international communications.

Major publishers and broadcasters of the United States, as well as some not so large, have already carved out a place for themselves in the overseas field.

To cite a few examples: Reader's Digest now publishes 32 foreign editions in 13 different languages with a circulation in excess of nine million copies. \$43-million is estimated as the revenue received by U.S. television companies in 1961 for programs in over 80 countries. Time magazine publishes six international editions: Time Atlantic, Asia, Latin American, Canada, Africa Middle East and South Pacific now are circulated in 146 countries. Life magazine publishes two major overseas editions—Life International and Life en Espanol, with regional editions in Europe, Mexico and the Caribbean.

Time-Life Broadcast Inc. established a partnership for television operations in Germany and Lebanon last year.

Vision Inc., publishers of Vision, a fortnightly in Spanish for Latin America, reports its circulation has now exceeded 140,000. Vision Inc. also participates in the publication of a Portuguese weekly, Visao, in Brazil and O Dirigente Industrial, a monthly on industrial management in Brazil.

Newsweek reported advertising revenue for its European and Pacific editions was \$2.2-million in 1961, up 24 per cent over the previous year.

McGraw-Hill's foreign magazines include International Management (in English, Spanish and Portuguese editions), Automobile International, Ingenieria Internacional Construcccion, and Metalworking Production, the latter in Great Britain.

Cowles Magazines & Broadcasting Inc. is publisher of the San Juan Star, an English language daily in Puerto Rico. The New York Times launched an international edition in Paris a little over a year ago.

The Magazine Publishers Assn. has compiled a list of more than 100 international publications of American publishers. These comprise the following classifications: U.S.-edited magazines, which circulate only outside the United States and are published in English or the languages of the countries they serve; international editions of American general magazines in English or foreign languages; international trade magazines published in English or foreign languages; magazines published in the United States with some newsstand and subscription circulation overseas.

These American developments brought a comment from the British minister of education, who told the British Advertising Assn., "If Britain is to export more she must advertise her goods better in foreign markets. Here we suffer under a handicap. The American international magazines carry the American image around the world. But where are the British international magazines for the general reader?"

All the world looks to the United States for its lead in television broadcasting. Television Magazine reports that, in addition to the \$43-million revenue received by American companies for program distribution last year, there were equipment sales overseas estimated at more than \$30-million. There are now approximately 1,000 television stations in operation or in process of being allocated in more than 80 foreign countries. While this potential market is great, there are many hurdles, especially nationalization in many countries.

All the major American broadcasting companies are deep in the international field. A few notable examples, cited by Television Magazine, are: ABC has investments in TV stations in 13 foreign countries; NBC has relationships with broadcasters in 11 countries; CBS has operational arrangements in Italy, West Germany, South America and is now working on participations in a number of other foreign countries.

While the aim of operations is clearly for profit, there is a big stake for the future in American broadcasting companies in eventual world television networks.

tain this *one* man in Moscow is in excess of \$50,000 a year.

Then there is the problem of cable costs. It is not uncommon for cable costs on a story to run *twice* the actual cost of gathering the news.

The American business press must face up to the fact that foreign business news coverage is expensive, and can only grow more expensive. We must realize that we *can* get exactly as much foreign business news as we are willing to pay for, and we must be ready to pay for it.

The second reason foreign business news is hard to get is the reluctance of foreign businessmen to give out information about their companies and their activities.

Most European companies, in terms of news dissemination, are at the same stage of development today as the United States was in the 1930's; they are only gradually evolving from the "public be damned" attitude toward a more enlightened one. One of the reasons for this is that family-owned or tightly held companies are now looking for public capital markets, and realize they must be more frank with facts and figures. A few foreign industries—notably automobiles, airlines and business machines—are rapidly catching up to their U.S. counterparts in releasing news.

Yet these are primarily exceptions which prove the rule. There are still many companies in Europe with the Old World attitude toward giving out news. Foreign correspondents must frequently see ten or 15 people before they reach someone with both authority and willingness to talk. Sometimes a company will insist on a formal letter requesting the information, or want the correspondent to make an appointment days—even weeks—in advance for an interview. This obviously is little help to a reporter working to meet a deadline.

In Latin America and Asia the situation is much worse; the overwhelming majority of companies there still consider information about their activities in the "top secret" category. Businessmen in many South American countries still play the happy game of trying to outwit the government, using every possible device to conceal sales volume, inventory and profit from anyone.

One of our editors, visiting in South America, asked a local businessman about the value of his heavy road-building equipment; he could not get the information and, in fact, discovered that the equipment was stored (at considerable cost) in a remote section of the country where access was ex-

(Continued on page 102)



International communication pierces boundaries hardened by centuries and moves the minds of millions everywhere to seek a richer life and a better world. The immense force of a world-wide exchange of ideas through international media and the advertising they carry supplies one reason why Coca-Cola outsells all other internationally-marketed carbonated soft drinks combined.

People in 112 countries enjoy Coca-Cola because "Coca-Cola Refreshes You Best."

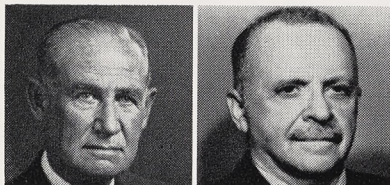


Fact-saturation: Dilemma of decision



CHERNE

HARPER



SULZBERGER

BERNAYS

Effectiveness in communications is a major measure of leaders in every field—business, government, education and, of course, communications itself. It is a two-way proposition. The decision-maker must assimilate and assess pertinent information. He also must communicate effectively to others. But does he really need the torrents of information available to him? Just how much can he assimilate, and how much can he ignore? Some of the answers are provided here by leaders who have distinguished themselves in communications—Arthur Hays Sulzberger, board chairman, New York Times; Marion Harper, Jr., chairman of Interpublic, Inc.; Leo Cherne, director of Research Institute of America; and Edward L. Bernays, pioneer in the field of public relations. Each is a recognized expert in his field.

Is all the news fit to print worth it?

by Arthur Hays Sulzberger

WHAT some communicators overlook is the great rise in general educational level in recent years, the increased public awareness of the tensions abroad in the world and the anxieties that these perils have bred. Readers these days have both the capacity and motivation to keep themselves adequately informed on the news. All we have to do is give it to them in the clearest, best-organized form we can. They will "absorb" it.

Let us look at the circulation figures of the New York Times as one piece of evidence. In the last five years, The Times weekday circulation has risen 150,000 to a total of 750,000. Sunday circulation of 1,400,000 represents a five-year gain of 125,000. These circulation increases are among the very largest in the country. We have conducted no contests, offered no premiums, benefitted by no mergers or lessening of competition.

You may say that circulation increases are only circumstantial evidence. Granted that more men and women are buying The Times, how well do they read it after they get it? The answer to this question is, "Thoroughly." From time to time we have had a specialized research organization make a study of readership-traffic, that is, the percentage of men and percentage of women who read each item in the paper. This information helps our editors appraise and improve the news presentation and to keep out of the ruts of habit.

The studies are too detailed to summarize in a brief article, but here are some of the pertinent highlights they reveal:

- High percentages of readership of individual articles occur throughout the paper, not merely on page one. Readership ratings of 30, 40 and 50 per cent—exceedingly high levels of attention—are won with great frequency by general news items back of page 30 or even page 40. This pattern indicates sustained interest from front page to back and alert discrimination on the part of the reader.
- More than half of both the men and the women read one or more editorials on any given day.
- The special departments, too, reflect breadth of appeal. For example: In the recent studies, 71 per cent of the men and 33 per cent of the women read some part of the financial news, 32 per cent of the men and 44 per cent of the women read the book reviews, 15 per cent of the men and 30 per cent of the women read the music reviews.
- Even texts of speeches and documents get astonishing reading. At the time Khrushchev was visiting the UN, one of the periods studied, over 25 per cent of the readers read the actual texts of the speeches and communiqués, in addition to the extensive news coverage.

Anyone who spends an hour or so analyzing these studies, must be convinced that Times readers are doing a very good job of absorbing "all the news that's fit to print." If it is the reader's responsibility to keep himself informed, it is our responsibility to make that information as accessible and digestible as possible. I might add that any newspaper that follows this

sort of course will be pleased, and perhaps astonished by the response of readers it previously thought "not interested in foreign affairs" or "bored by serious news."

Why business must communicate globally

by Marion Harper Jr.

A REPORT on an overseas country is published in the United States. During the next few days, a correspondent in the overseas country will likely discover the local reaction—in a friendly smile, a snub at a cocktail party, or a police escort to the border. What someone says in one part of the world may now be heard elsewhere—overnight. Communications are now global.

This is also happening in business, and management is adjusting its communications policies accordingly. The chemical firm that agrees to certain provisions in a contract in one country may expect requests for "most favored nation" treatment in others. The U.S. manufacturer whose textile machinery is turning out fabrics in Japan may soon be visited by an Egyptian—whose Tokyo representative has checked the machinery's operation.

Through all this interchange, the vocabulary of business geography is in need of renovation. Take the words "International" and "Domestic." "International" is still applied to the non-"Domestic" operations of a company. But if a company operates in two or more countries, "International" applies more properly to the entire company.

makers?

Such a company, in fact, is an international company. It may have a U.S. Division, a U.K. Division, a European Common Market Division, but these are parts of a whole.

The traditional separation of Domestic and International Divisions probably reflects an old isolationism. This and such distinctions as "back in the States" and "in the field" are fast becoming parochial. They don't serve a company's goal to grow in whatever markets it enters—differences in language, laws, coinage, and distribution systems notwithstanding.

In some ways, overseas operations today parallel the thinking and experience of a Michigan or California company doing business in the 50 states. The interstate business develops into a regional and a national business. An international business may be continental, and today, even global.

Currently, there are over 3,000 U.S. firms engaged in international business, ranging from the one-product exporter to the almost totally autonomous manufacturing and marketing enterprise abroad. The present acceleration in overseas activity suggests more than a doubling of such companies within five years. The communications of these firms, if effective, will reflect their international and global character. They will convey a unified representation of their goals, products, and services, with due concern in expression for local customs and cultures. They are likely to employ global media, segmented by country or language, for which there are already prototypes both in domestic publications with their regional editions and in international media.

Talking to different audiences around the world, a company must reflect a single policy. It must decide who and what it is and represent itself with verifiable honesty. It will not be able to pose as a world citizen in one country and as a xenophobic, local booster in another; as a public spirited contributor in one area and a tough operator elsewhere; as a manufacturer in one market and a salesman in a second; as a banker here and a depositor there. It will be harder and less profitable to play both sides of the street around the world—as a corporate "Great God Brown" with different masks for different situations. World-wide communications require some basic, consistent identity. This imposes greater responsibility on a cor-

porate headquarters for developing and communicating a philosophy, while the local or regional office is freed to concentrate more fully on developing the local market. Those companies with the best blend of corporate unity and operating decentralization are likely to be more successful. A new unity will help make international business more easily understood wherever it operates.

To serve their international clients, advertising agencies and public relations and research firms are racing abroad with new facilities, opening overseas offices or joining with established organizations.

Needless to say, this brave new world imposes more stringent responsibilities on all those who are engaged in international communications. If we regard any U.S. tourist as an emissary of this country, and charge him with making a favorable impression, a firm that does business and communications all year long overseas carries a much greater burden of representation.

Moreover, our business accountability is no longer measured in terms of impact on a single audience. We must be alert to the global pickup and response to any printed or radiated communication to any single market. The success of an enterprise in one country may be based in part on the strength of its communications in other markets. This is one factor inducing effective communicators to cross national borders the first time.

The moral seems to be that those whose work straddles oceans and continents must become far more cosmopolitan than ever before. It's a big stretch—but we must think globally, talk globally, listen globally, and be accountable globally for what we say to any one audience.

The new executive: Does he know enough?

by Leo Cherne

By rough estimate, 95 per cent of all the scientists in history who have ever studied, experimented and added to the sum of man's knowledge are living and working today.

Similarly, I would estimate that 99 per cent of all the managers of any kind of commercial enterprise who have ever lived in the entire history of human species—from the earliest keeper of a primitive stall in a tiny Assyrian village to the occupants of modern executive board rooms—are

today guiding the fortunes of their enterprises. If the history of man is seen as a 24-hour day, the Industrial Revolution took place one third of a minute ago.

If the management of enterprise is brand new, its problems are even more recent. Undoubtedly, the most significant and perhaps the most unmanageable of management's problems involves the acquisition and application of knowledge central to the functioning of modern business. Such knowledge crosses the frontiers of almost every scientific and professional discipline.

Yet each of these professions and disciplines is in the midst of its own crisis of information. The daily growth of medical knowledge, almost in geometric proportions, is beyond the capacity of the general practitioner to assimilate. The compounding of knowl-

(Continued on page 113)

What cybernetics means to executives

by Edward L. Bernays

In 50 years of activity with top management, I have noted three periods of how top management dealt with information as a basis for decision. The first, 1912 to 1933, I call the era of decision making by hunch and by guess. The second, 1933 to 1953, I call the era of transition. And the third, 1953 and still going strong, I call the information explosion and Cybernetic Era in top-management decision making.

The new Cybernetic Era is possibly a response of the scientific inventive mind to the information explosion. We are in the midst of this revolution now, although many of us are not aware of what it is and what it means to top management decision makers. For this new revolution has added new dimensions to knowledge that will revolutionize our society and that top management must master if it is to master the flood of information.

These new tools offer top management the facility to process its information effectively. Only recently, on February 12, the New York Herald Tribune reported such a striking case of how this new science can serve the farm manager that I offer it here.

Dr. Earl B. Hardy, an agricultural professor of the University of Iowa, reported the results of farm experiments that showed that a farmer

(Continued on page 114)

space

atomic energy

undersea craft

advanced aircraft

missilery

electronics

GI

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NEWS FROM THE Reader's Digest

Det Beste

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OWN INTERNATIONAL PRESS CLUB

Selezione

Das Beste

Of course, we're not trying to compete with the world-famous Overseas Press Club of America. But we, the following seven companies, are proud of our International Journalists Program, begun in 1961 and continued on a larger scale in 1962:

الخبير

American Motors; International Business Machines; National Cash Register; Pan-American World Airways; Radio Corporation of America; Reader's Digest Foundation; Standard Oil of New Jersey.

Selection

Det Bästa

Under our auspices, young journalists from 13 nations will come to the United States next September to begin a year of work, study and travel.

リターズ
タイムズ

Following in the footsteps of twelve young newsmen who are spending the current year in this country, they'll take courses in the humanities at Macalester College, St. Paul, Minnesota. Then they'll fan out into mid-West communities where they'll work on local newspapers, finally wind up their year with a two-month, cross-country tour of the United States.

Valitut
Palat

Selecciones

Few play more important roles in projecting America's image abroad than do the foreign newsmen who write about this country. The International Journalists Program is one way to help make that image sharp, fair and accurate.

Het Beste

Det Bedste

THE READER'S DIGEST • PLEASANTVILLE, NEW YORK
World's Most Widely Read Magazine

EDITOR
FIASCO

Editoring as she is

William S. Ellis survived the one bomb and one thousand frustrations described in this article and is now living and writing in Maine. He started his newspaper career in Montana, then worked as a feature writer in Harrisburg and Jersey City. He handed special assignments for the Tulsa World before becoming managing editor and lovelorn writer of the Beirut Star.

MON
WALKER

THERE are times when the combination general-assignment reporter/feature writer wearies of chronicling the experiences of the retiring postman ("Sure, I've been bitten lots of times") or of relating to readers the lunch-time resolutions of the local Chamber of Commerce.

So it was with me when, after a particularly boring workaday bout with this routine, I sought out a position promising immunity from assignments carrying all the impact of a track meet among snails.

Less than two months later I was in Beirut, Lebanon, drinking syrupy coffee, puffing on a water pipe and operating from behind the editor's desk at the Daily Star, an English-language newspaper devoted to truth, justice and utter chaos.

Today, there are a dozen or so newsmen scattered throughout the world who have spent some time during the past seven years on the staff of the Daily Star. They can most probably be identified by nervous tics, short tempers and strange mutterings.

But what else can be expected to result from a situation where a religious service is held each night after the paper goes to press to give thanks for the "miracle"?

The Daily Star is the sister paper of Al-Hayat, generally regarded as the most influential of the more than 20 daily Arabic newspapers published in Beirut. Both papers are published in the same plant, a grimy building located deep in the vile entrails of one of the most sinister alleys in the city.

To step outside of the Daily Star

building is to be thrust among hashish peddlers, cigarette smugglers, international spies and counterspies. Indeed, Beirut police refuse to enter the alley (it is known, simply, as "The Trench") unless armed with machine guns.

One of the pleasant aspects of working for the Daily Star is the walk down The Trench after the paper goes to press at 2 a.m. The taxi driver who waited for me each night at the end of the alley would always preface his greeting with, "Well, I see you made it all right this time."

Published primarily for the purpose of serving the large English-speaking community in Beirut, the Daily Star was, for the first few years of its existence, a floundering smear of poorly inked mistakes. By the time I arrived in 1959 to assume the editorship, things had improved only slightly; readers still raced to see who could be the first to send clippings from the paper to the New Yorker.

The staff consisted of two translators, a society editor, one copy editor and a sports editor whose casual acquaintance with the English language prompted him to refer to every sports contest as a "fiasco." Thus, it was not unusual to find headlines such as *Yankees Favored in World Series Fiasco* on the sports page.

The only other Americans on the staff besides my wife (as a former college professor of journalism, she had been hired as editor of the editorial page) and myself were the society editor and the copy editor, both of whom soon left to be replaced by,

respectively, a Canadian and a guitar player from Massachusetts.

I had been on the job less than a month when I clashed with a disgusting aspect of journalism as practiced in the Middle East.

An airliner had crashed on the outskirts of Beirut, killing 28 persons. As we scurried about getting facts on the crash, the business manager stationed himself in the center of the editorial room, ledger books in one hand and adding machine in the other. After some hurried addition, he informed me that the airline involved had accounted for much advertising revenue during the past year and, therefore, the story could not be printed. But, then, the publisher countermanded the order to the extent of allowing the story to be used—with no mention of the airline.

My chagrin was compounded the following day when I went to the cashier for my monthly salary and was told that the paper could let me have "only half at this time." The business manager was talking on the telephone when I leaned over his desk two minutes later and said, "I'm going back to the cashier's office in 15 minutes and my full salary had better be there." Of course, I had no idea what I would have done if the full amount hadn't been there, but I figured that a bluff would work because the business manager was a sickly man who abhorred violence.

Despite all of that, the Daily Star gained in circulation and advertising lineage. We soon doubled the size of the paper—to eight pages—and added

did in Beirut

many new features, including Peanuts and Sylvia Porter. And with much less fanfare than she deserved, Nancy St. John bowed in the Daily Star.

Nancy St. John was a lovelorn columnist. Because we couldn't afford to buy a syndicated column of this sort, I was Nancy. The column didn't draw much mail—two letters in two years—so my wife was forced to supply the questions. Nevertheless, it was a successful feature and readers from Baghdad to Jerusalem protested when we dropped it for several weeks.

Of the two legitimate questions sent to Nancy, one was from an Armenian who wanted to know if he named his son George Washington, action on his application for a permanent visa to the United States might be speeded up. The other was from a bald-headed oil worker in the desert who wanted to know if it was possible to order a toupee by mail.

Because our circulation covered four countries (Lebanon, Jordan, Iraq and Syria), it was necessary to make certain that stories concerning the leaders of each country were played in such a way as not to offend them.

For example, if we ran pictures of King Hussein and Premier Kassem on

the same page, the paper would be confiscated in Iraq in the event that Kassem's picture was played below that of Hussein. And if the King's picture was lower, then our readers in Jordan would not get their Daily Star that day.

Our coverage of the enigmatic political scene in the Middle East was extensive. Pro-Nasser readers charged that our editorial policy was anti-Nasser, and vice versa.

Thus, it came as no great surprise when someone who disagreed with something that had appeared in the Daily Star deposited a bomb in the foyer of our building late one night. The blast was tremendous, but fortunately there were no serious injuries. That night, for the first time in almost two years, the AP teletype machine started to function properly; the explosion must have jarred the bugs out of it.

If it weren't bombs interfering with our work, it was the strange behavior of the shop crew. None of the three Linotype operators spoke much English, other than "Too much copy!" Proofs to be corrected mysteriously disappeared, and the Ludlow operator wept when asked to correct a mistake in a headline. The man who made up the pages ignored the dummies and placed the stories where he thought they should go.

He also had a phobia concerning copy left on the bank. As far as he was concerned, the bank had to be cleared each night. Once, when it appeared that Edith Piaf was in danger of dying, my wife wrote an editorial about the French singer and sent it

down to be set and placed on the bank for use if and when the death occurred. For the next three nights—until I permanently disposed of the type—I had to pull the editorial after the man on the stone had slipped it into one of the pages. On one occasion, he had placed it on the sports page under the headline *Patterson Retains Crown in Championship Fiasco*.

Another thing that the shop crew had difficulty understanding was the fact that stories in an English-language newspaper can be cut from the bottom.

In Arabic newspapers, a story is presented with all the events in tidy, chronological order. If it is a story of a murder, for instance, the lead will be that the victim got out of bed in a cheerful (or sad) mood on the fatal day. The news of the murder may not come until the final paragraph. So, the shop workers would look at me with astonishment when I would discard a paragraph or two in order to make a story fit.

My contract expired shortly after the bomb incident, and my wife and I decided that it would be unfair for me to stay on and thereby deprive another American newsman from gaining the type of experience offered only by the Daily Star. Where else, for example, can one interview Prime Minister Nehru, Krim Belkassam, deputy premier of the Algerian rebel government, and Lady Docker in the same day?

World figures pass through Beirut like water through an open faucet—it's a newsman's feast, but just an ordinary snack in the wacky world of the Daily Star.

Glenn is go, the weather is no, life is tickety-boo

by Hugh A. Mulligan, Associated Press News features

But what did you fellows do with all that free time down there?

The reporters who covered John Glenn's triple flight around the world faced this question, asked with varying degrees of suspicion and insinuation, in hundreds of newsrooms through the land. Yea, throughout the world.

Let's see, now, what did we do while waiting day after day, week after week, for John Glenn to leave this earth on a mission of glory?

For one thing, we wrote sidebars. All kinds of sidebars. The story had more sidebars than a corner suite at San Quentin. John Glenn's low residue diet, John Glenn's pills. John Glenn's environmental control system. John Glenn's backup pilot. John Glenn's reaction to waiting. John Glenn's lack of reaction to waiting. John Glenn's lack of reaction to other people's reaction to waiting.

John Glenn gets a haircut (reporters and photographers had the barbershop staked out like a scene in "The Untouchables"). John Glenn goes to the bakery (two autographs, seven loaves of onion pumpernickle).

Each morning, promptly at nine but more often at 10, we attended weather briefings, eagerly separating the calms from the squalls, the freshets from the swells. Each evening, promptly at five, we attended flight briefings, where the baroque prose of Shorty Powers hung in the air ("The Atlas

is go, the capsule is go, the pilot is go, only the weather is marginal...")

Despite the sinister allegations of "all that free time," sleep was hard to come by on the Glenn assignment. Saul Pett and Ben Price shared a room that backed up on another occupied by two British journalists. Each morning, somewhere around four, Her Majesty's scribes placed a trans-Atlantic phone call to their editors and the conversation went like this:

"ello, Rodney? Wilson here. I say, have you seen Ruth lately? Oh, is she? And do say 'ello to Daphne, will you?"

After 10 minutes or more of social chit-chat, Wilson informed Rodney (only the names have been changed to protect our allies) that he had "a bit of a story 'ere, nothing much, really, but you might want it" and proceeded with 2,000 or so precisely dictated words. Pett got to know this routine so well that he was offered a split week at the Palladium—in Cocoa Beach, not London.

But why blame the British press for our lack of sleep when it was they who gave the Canaveral press its finest hour? Only a Britisher could cut intrepidly through the jungle of Shorty's prose to report that "the weather's still mucky, but all systems in the missile are tickety-boo!"

How was it waiting, waiting, waiting, waiting in the hot sun? Why, tickety-boo, of course.



Saying it with sex

*The power of sex in communications
is analyzed here by Stephen Baker,
a veteran practitioner as an art director and
author of the new book, Visual Persuasion*

THE communicator who ignores sex is not taking advantage of one of the most potent means of communicating with his audience.

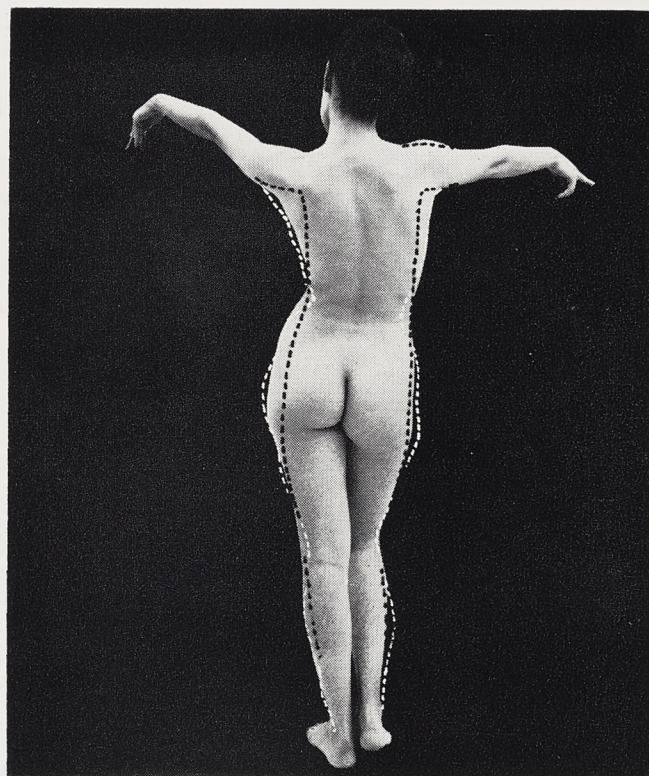
Sex has universal appeal. Not everybody likes money, children or dogs; not everybody has the compulsion to be popular; not everybody has aspirations to become professionally successful; but everyone is, in one way or another, influenced by sex. The communicator does not have to read the books on Freud to realize the full import of this truism.

A word of caution, however: because the impact of sex is so powerful, the communicator must treat it gingerly.

In this country especially, the average person has mixed feelings about sex. On the one hand, he is stimulated by blatant display of sex everywhere he goes. On the other hand, Puritan tradition puts a heavy lid on free sexual expression. The result is that our divorce courts are busier than ever, analysts' couches are occupied most of the time, and how-to books on sex have become best-sellers.

The communicator—using pulchritude in his message—must keep in mind the contradictory emotions of both male and female members of his audience. He is smart if he makes use of sex—in a cautious manner.

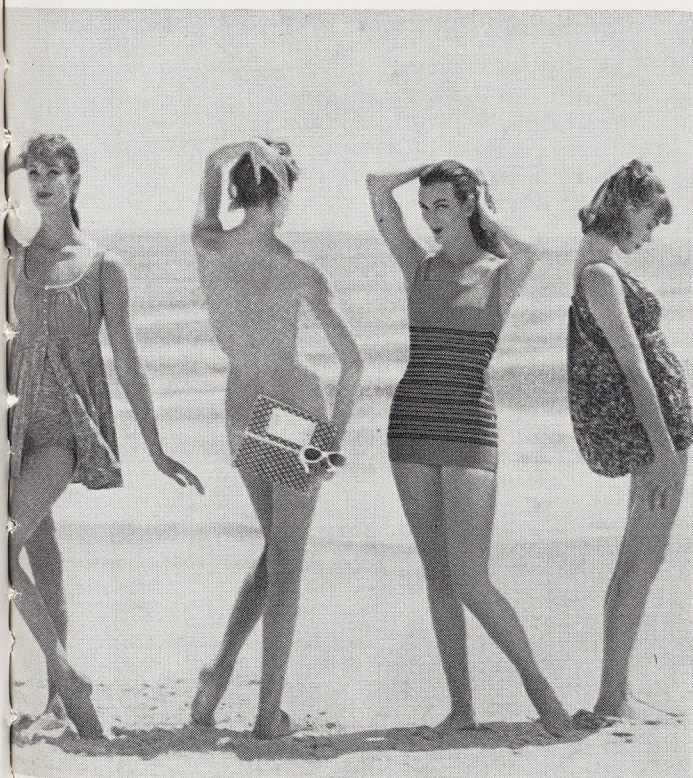
An overly boisterous display of sex, such as the cellist, will embarrass women. A direct, no-nonsense approach, such as the sweater girl, can appeal to women as well as to men. Perhaps not surprisingly, sex has the greatest universal acceptance of all stratagems ever used in visual communications.



What female form communicates best? The ideal has changed. Gone are the buxom girl of Rembrandt's era and the elongated form of the '20s. Today's ideal is wholesome, but not robust.



Men and women respond differently to sex. The cellist at left causes men to snicker and embarrasses women. The simple Lady Godiva drawing offends no one.

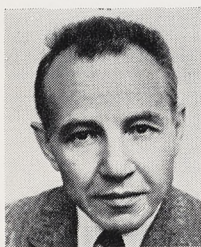


The strength of sex appeal depends on the environment in which it is presented. This advertisement shows a nude, but it doesn't arouse erotic emotions. In fact, men probably didn't give it a second look.



These pictures do not conform to the traditional cheesecake approach. There is a suggestion of clean, natural sex appeal here, displayed with a frankness that helps dispel any feelings of guilt. Women will identify themselves with such a person.

Silence is sin in sex and love



A goal of every lover should be to talk, to tell his love, to communicate even the simplest wants and needs, says Dr. David Goodman, marriage counsellor whose column "Marriage, Children, and You" is syndicated in 35 newspapers in this country. Here Dr. Goodman, former Pulitzer scholar at Columbia University and member of the Society for the Scientific Study of Sex who has contributed to the Encyclopedia of Sexual Behavior, urges that good communications is vital for man-woman oneness.

It is one of the very real satisfactions of marriage counseling to watch an estranged couple gradually come to understand each other's needs and agree to try to fulfill them.

Why did they not understand this before, and so avoid the bitterness, griefs and losses of their long years of marital quarreling?

The answer to that question—so significant for our divorce-ridden society—is that they, and millions of others, just couldn't communicate what they really thought and felt. In many instances, the one would have been glad to give what the other desired; very likely his own happiness, too, would have been promoted by doing so. Yet for want of the right word the misery continues. Alas for the mute married lovers! Who will teach them the happy art of fruitful communication?

Here is one example:

For most of the twenty years of their marriage, Wife X had experienced no satisfaction in her sex relations with her husband who was sexually too fast. This is a common cause of sexual unfulfillment. In his fatuous ignorance, the husband thought that all was well in their marital relations. He was getting pleasure out of it and she was not complaining.

One day, with desperate resolve, the wife consulted a marriage counselor. He advised her to speak up, to tell her husband that she was not happy and urge that he come with her to the next session so that he might understand why.

The husband, who was basically a good fellow, readily agreed. A few pointers on sex technique, plus his own eagerness to please his wife, and the marriage bed became a center of satisfaction rather than frustration.

Alas for the long barren years of their failure to communicate!

Not all problems of marital muteness are so readily resolved. Sometimes the character and personality differences are so strong that only a willingness to do battle for one's marital rights, even at the risk of a marital smash-up can hope to resolve them. Often no solution is possible without the guiding influence of a marriage counselor.

What we have to realize is that a certain amount of incompatibility is inevitable in every marriage, even those that seemingly have started out under the most favorable auspices.

A certain amount of marital quarreling is inevitable. We have to accept this with what grace we can. Unless infidelity has already set in, or there is some serious personality blight such as alcoholism or compulsive gambling, the risks are not too great. Marriage is a good institution. Your spouse—even your quarreling spouse—really loves you and wants to make you happy. In your own mind you know you love him too and want to make

Semantics: The scientific study of what there is about the language that makes Jack Paar want to drown everybody in it.

By FLETCHER KNEBEL

him happy. In the quarrel you may have some bitter moments, but out of the quarrel you may achieve so much richer a mutual understanding as to greatly advance your marital happiness.

Some, however, never have the

courage to speak up. They are the defeated souls who, having experienced rejection in childhood, feel that they are not entitled to anything good, not even in marriage. They stoop and take whatever indignities are heaped upon them. They invite aggression by their very submissiveness. If there were no masochists would there be any sadists?

The rejected need to be born again through some form of psycho-therapy, to come to realize their own worth and to know how to demand that which is their due. Once they learn that they are entitled to more they will have no difficulty in asking for more. The road to communication in love will be open to them.

All the time we see that the real enemy of love is personal pride or personal fear. If you are absorbed in your self and its needs, you can't be a lover.

The spiritually sound soon come to realize that the self is a burden—that when we are preoccupied with self everything hurts us. The weather is too hot or too cold, our work is too burdensome, our business associates—and more especially, our marriage partner—unfair. Any innocent word may be construed as an insult.

Marriage counselors smile as they note how the selfish, the cold, the contentious, always seem to think that not they but the marriage partner is selfish, cold, contentious.

If we had the good nature and good humor to understand how instinctive is our practice of projecting our own failings into the marriage partner, we would give up the barren act of complaining and turn to the far more productive procedure of appreciation and compliment. As we appreciate we prosper; as we belittle we lose. This is

a universal truth, and in no area of life is it so pertinent as it is in love and marriage.

What is the most frequent complaint of wives? It is that the husbands don't express adequate affection and regard. "My husband never says he loves me."

If a marriage counselor confronts a husband with this complaint of the wife, the husband may very well respond, "Doesn't she know I love her? Don't I work and slave to provide for her and the children? Don't I give her everything she needs?"

Yes, you give her many of the things she needs. But you don't give her the one thing that she needs most, the assurance of her worth as an object of love. What does it cost you to say, "I love you. You are beautiful today. Thanks, darling, for what you did for me," etc., etc.? Unexpressed love is like miser's gold. It buys no goods—it makes no one happy.

What is the most frequent complaint of husbands? It is that women nag.

As a marriage counselor, I can tell women that there is a massive male discontent with marriage in this country. Great numbers of husbands, especially those in the middle-age bracket, want out—and at whatever cost. As I listen to their complaint, I

find that in essence it is that the women nag.

The American husband can't stand nagging because all his life he's been bossed by women—mother, nurse, teacher. He resents this with an accumulating wrath over the years. "What am I going to do with a boy like you?" he hears a hundred and one times till it haunts his dreams. "I guess I'm no good," he says to himself. It's not a nice feeling.

As a result, the one thing he longs for from the very depths of his soul is a woman who won't nag. That's the girl he wants to marry. And that's the girl he thinks he's going to get as he pays court to Susan, or Anne, or Jane. How sweetly beguiling are the husband-hunting girls during the courtship days. And how bitter is his disappointment when he finds that the girl he has married is no different from all the other women in his life. She nags, too! So the modern Adam and his Eve lose their Eden, out of a failure to communicate love.

Do American women really want to nag? Believe me, they don't.

The American woman would like nothing better than to subserve the male, to yield herself to his direction and his passion and his love. It is her especial anguish that today's American male is not strong enough to love and

lead her as she would want to be loved and led. It is out of this anguish that she nags. How she would love not to have to!

In your sex relations, where you most seek satisfaction, it is well to understand that you cannot get real sexual joy unless you also give it. Havelock Ellis, the great sage on the subject of sex, understood this well when he propounded this meaningful aphorism: "The big sin in sex is for the man to be satisfied if only he gets pleasure out of it and for the woman to play a purely passive role." Alas, how many husbands and wives fail to attain the sexual thrill each is seeking because each in his own way commits this fault.

In the beginning, says the beautiful Platonic myth, men and women were one, but then the gods—out of envy of their happiness—separated them. Ever since each seeks his other half in hope of becoming one again.

Those who understand this myth know what marriage is or should be. Marriage is man-women oneness. Achieve it and you are the envy of the gods.

But miss it and you will have to be born again to get another chance at true happiness. You won't miss it if you learn the fine art of communication in sex and love.

How to hold out and succeed without hardly trying



If you haven't got a good story, say nothing if not less is the advice of writer-humorist Selma Diamond in this article. A long-time member of the Perry Como television show writing staff, Selma Diamond has recently been seen and heard on the Jack Paar show. This summer she plans to act the role of a widowed mother in the touring company of "Bye, Bye Birdie." "Think of it," she says. "I haven't even been married."

I'M with the communications breakthrough crowd but let's not make it a way of life. I mean it, fellows, if Macy's told Gimbel's, 34th St. would be the Gettysburg of the NAM.

You've got to hold back in some areas. I'm sorry I have to bring it up, but women work it all the time and women have been co-existing with men since time and making time began.

Complete coverage can create a frightening indifference. After all, it's the gal in the bikini who's got every man on the beach anxious to co-exist with her, co-operate with her and just about co-anything with her. Believe me, complete coverage is going to keep us apart forever. Who ever offered to teach a girl in a parka how to swim?

The communicator is always more effective holding out just a little on the communicatee.

When Jacqueline Kennedy took us on a tour of the White House, she covered all the rooms but never uncovered her kitchen. That omission is creating more national interest in White House affairs than anything Pierre Salinger could

sputter through his cigar or dispatch from his piano.

All over the country, loyal canasta party members are debating the opposition bridge party members on this question. Why didn't we see the kitchen? Did the cleaning woman fail to show up again this Saturday? With all those antique busts cluttering up the washroom is our Jacqueline stringing her nylons over the kitchen sink to dry? Are the redecorating painters filling the baths so full of paint buckets, paint thinners and ladders that Caroline and Junior are being bathed in the kitchen washtub?

Every once in awhile some national or international observer bawls out our news media for coloring the facts . . . Well, they can just cut it out, and mind their own business.

Every brunette who has only one life to live has every right to live it as a blonde. And what blonde isn't having twice as much fun as a brunette? Only Charles of the Ritz and Michel of Helena Rubinstein know for sure—and, like Chet of Huntley and Dave of Brinkley, they need never reveal the source of their information.



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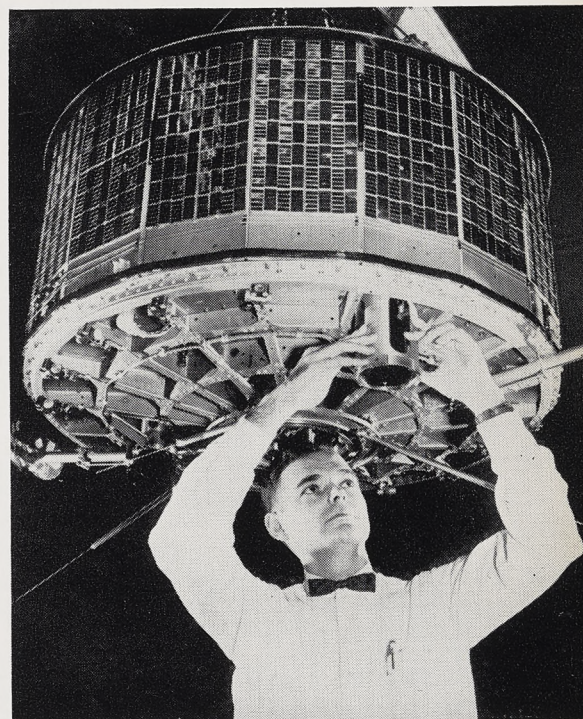
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Electronics: communications ally



Great strides in man's ability to communicate with his fellows have been made in recent decades through the aid of the wonders of electronics. But the revolution produced in this way is a continuing one, Dr. Vladimir K. Zworykin, honorary vice-president of Radio Corp. of America, enthusiastically points out in this article. Here he discusses the miracles that have already been brought about, and he shows what promise the future holds for communications.



Weather forecasting will be an easier, much more precise task through aid of this Tiros IV weather satellite and other satellites now being developed. Here, an engineer of Radio Corp. of America adjusts a lens to take photographs of weather data.

IN 1962, television pictures and telephone voices may flash between North America and Europe in a single hop through relay satellites passing in orbit 1,000 miles or more above the same Atlantic waters over which Guglielmo Marconi transmitted simple coded radio signals for the first time in history only 61 years ago.

In this brief span of time, dating only from the start of the century in which we live, the science of electronics has utterly revolutionized both the technology and the meaning of communications.

In terms of the technology, profound change has followed the accelerating upward trend of electronics to ever higher frequencies for the transmission and reception of radio signals. With the advance from thousands of cycles per second (kilocycles) to millions of cycles per second (megacycles) has come an immense multiplication of channel capacity for all communications.

The result has been a progression from simple code to voice transmission, and from voice to the transmission of television images and high-capacity wide-band speech and data services.

The transformation has come with astonishing swiftness. Only a quarter

century ago, electronic communications, including radio broadcasting, were concentrated in what we now recognize as the low-frequency portion of the radio-frequency spectrum. A very few pioneering or experimental services penetrated a short distance into the very-high frequency range beginning at 30 megacycles.

Today, by contrast, the useful communications spectrum extends upward to tens of thousands of megacycles, through the ultra-high and super-high frequencies. Within the ranges above 30 megacycles—virtually unexplored as recently as the mid-1930's—lie *all* of our television and FM radio broadcast service and *all* of our microwave communications, including today's high-capacity cross-country telephone relays.

Upon this broadening foundation of electronic knowledge and application, we have reared an immense new structure of communications embracing continent-wide radio and television systems and far-flung global networks of point-to-point message and data services.

Now, with the impending combination of electronic communications and our burgeoning space technology, we stand on the verge of satellite relay services to bridge the ocean gap with

the large-capacity radio and television networks that have been limited until now to the separate land masses of the world.

Like all commonplace miracles, the electronic revolution in communications has entered our lives in such a natural and matter-of-fact way that it is now taken for granted. To present generations, the ability to converse with an individual on the other side of the world or to see events transpiring across a continent are accepted as part of the fabric of modern living. Presumably, the sight of television pictures relayed across the ocean through a satellite will excite only passing wonder as a novel but inevitable addition to the pattern.

Yet it may be just as well if we reserve our astonishment for what is yet to come as a result of work now in progress in our electronics laboratories. One of the most remarkable aspects of recent scientific progress relating to electronic communications is its continuing acceleration. It is likely, in fact, that the changes to occur in the next 10 to 15 years will overshadow those of the past 61.

Behind this prospect lies a series of major advances in electronic materials, devices, circuits and communications theory. Research in these fields

already has resulted during the past decade in such widespread and significant innovations as color television, transistor radios, automatic high-speed switching and information storage techniques, stereophonic broadcasting, and a family of rugged and compact electronic communications devices for satellites and space vehicles.

It is clear today, however, that these represent only a beginning, and that for every achievement of the recent past a number of further achievements of equal significance are evolving from our accelerated programs of research and development.

The achievements to date have brought to communications a new order of speed, capacity and economy. Those which are now in prospect will lead us to an era of unlimited communications—one in which any type of information may be transmitted over any distance to be displayed or reproduced by a wider variety of techniques, or put to practically any desired use. The pattern of this new era can already be discerned in a brief inventory of present research and development highlights:

- *Communications satellites*, with which at least two pioneering experiments are scheduled for this year, now promise early achievement of truly global microwave networks carrying television, telephone and data communications. These high-capacity services employ high frequencies at which the transmitted waves tend to shoot straight out into space rather than following the curvature of the earth. Today they are carried overland for long distances by chains of relay stations on towers 20 to 30 miles apart, each within direct line of sight of the next. So far, no economical system has been devised for similar relay service across the oceans.

Now, our new space technology promises a solution with orbiting satellites carrying microwave relay equipment, circling the earth at such great altitude that they can be "seen" from both sides of the ocean at the same time.

With the closing of the ocean gaps in microwave communications, we shall immediately achieve the means for a vast increase in total world capacity for long-distance transmission of voice, machine data, television, teleprinting and telephone services. For example, a single relay satellite of a type now contemplated would provide a channel capacity 20 to 30 times greater than that of the present

transatlantic submarine cables and would permit wide-band services, such as television, which the cables cannot accommodate.

- *Personal radio systems*, linking individuals by two-way wireless communication over increasing distances, are in prospect as a result of continuing advances in high-speed coding techniques and equipment miniaturization. Experimental equipment already exists which permits selective calling from a central transmitter of any individual among a million or more subscribers.

Further advances based on current research will extend the principles to an ultimate system that can provide radio communications over any distance in the manner of today's telephone system, but with considerably greater flexibility.

- *New storage and display techniques for television*, leading to all-purpose visual communications, are emerging from present work on magnetic tape recording, circuit miniaturization and luminescent materials. Magnetic tape recording of television pictures already has added new flexibility to broadcasting, but the technique has required equipment too complex, cumbersome, and expensive for most non-broadcast applications.

Substantial progress is now being made in the development of compact and potentially inexpensive video tape apparatus that is expected to find eventual widespread use in education, television news coverage, industrial and defense functions and, finally, in the home.

Simultaneous continuing advances in circuitry and in luminescent materials are opening the way to entirely new types of television receivers comprising thin panels that may eventually be made in almost any desired size to suit home, office, classroom or laboratory requirements. Even now, these developments indicate a quickening trend toward the greater use of television for individual and group communications, in addition to its continued role as a mass medium.

- *Speech analysis and conversion techniques*, based upon present continuing advances in communication theory, now offer the prospect of substantially greater flexibility and capacity in many types of communications, including both printed and spoken information. This field of electronic science already has produced rudimentary machines capable of converting spoken words

to print, and of translating automatically from one language into another.

Related experiments that are now in progress may lead to equally significant results. One is a possible method for converting printed material into sounds spoken by a machine. Another is a technique for converting speech into a simple digital code for transmission over radio or telephone circuits to a receiver where it is reconverted to either speech or print. Such a coding technique would require only a fraction of the bandwidth that is needed for transmission of all the components of speech, and would thus increase by hundreds of times the capacity of radio and telephone circuits.

- *Electronic printing*, combined with data processing and television-type systems, already is leading toward a new era of high-speed reproduction of printed and graphic information. Several electronic printing techniques already are entering commercial use for office reproduction, and experiments are under way in such other important applications as newspaper plate-making, labeling, computer read-out and color reproduction.

Of immense significance in the broader field of communications is the prospect of coupling these techniques with long-distance networks to provide far more advanced and higher capacity methods of transmitting documents, photographs and other visual material—and even reproducing them directly on printing plates.

- *Coherent light*, provided by a new type of device known as the optical maser, can lead during the coming decade to new high-capacity communications systems in outer space, and eventually to an astonishing increase in overland communications services.

The recent discovery of the optical maser, which is capable of generating an incredibly powerful output of light in an orderly arrangement, has opened the possibility of transmitting information at the enormously high frequencies of infrared and visible light—far beyond the highest frequency that can be achieved by radio.

Since the earth's atmosphere would hinder such an optical system, its initial use is likely to be for communi-

**Equal time: Two hundred
Republican speeches vs. one
picture of Caroline.**

By FLETCHER KNEBEL

cations in outer space. Subsequently, however, it is expected that such a system could operate through an underground system of pipes from which air has been removed, providing cross-country communication services of tremendous capacity.

This listing represents only a selection of highlights from a broad and dynamic pattern of research and engineering development which is thrusting us, perhaps more rapidly than we recognize, into a new environment. The human appetite for information in all of its forms appears insatiable when we consider how each new extension of communications systems and frequencies becomes loaded to capacity within a relatively short time after its inception.

It is not the purpose here to explore the political, sociological or psychological aspects of the accelerating trend toward unlimited communications through new electronic techniques. At the same time, it is clear that the potential effects reach far beyond the technological sphere with which we have been concerned in this summary.

The enormously greater flow of information that is in prospect will offer new opportunities for education and enlightenment. Any statement, event, drama or celebration may have an immense international audience of readers, listeners and eye-witnesses. New and more rapid direct channels of communication can be opened for the affairs of state and for commerce. And in all international exchanges, there is the real prospect of eliminating language barriers through the emerging techniques of electronic translation.

There is, however, another side to the coin. With the almost instantaneous transmission of sight and sound over any distance and through the barriers of language, happenings anywhere in the world will acquire an immediacy and mass impact unprecedented in human experience. The time between action and reaction will continue to shorten drastically—even dangerously—not only for individuals, but for peoples.

The electronic techniques of communications that generate this condition can help substantially in meeting it by providing improved channels for the education that leads to mature judgment. But the ultimate results will depend upon how the channels are used. In an era of unlimited communications, a greater premium than ever before will be placed upon responsibility not only in statesmanship, but in all activities that involve the reporting and dissemination of information to people everywhere.

Information retrieval

The phrase is a mouthful, but it describes the processes now being used to wade through the ever-mounting torrent of information being developed. Robert L. Brown of Printers' Ink discusses this area.

IN the desperation of the remaining half hour before deadline for his first feature article, a young reporter ripped through the disorganized files of a Washington newspaper in search of an obscure but policy-making speech by a foreign diplomat. Excerpts from it would have thoroughly documented the thesis of the article. He didn't find the speech.

At a western university, an elated chemistry professor excitedly ripped open an envelope from a professional society to which he had submitted the results of a scientific discovery. He was informed that it had been made three years before, and the society flatly rejected his paper.

An IBM executive in White Plains, N. Y., discovered that one of the company's programmers in St. Louis had worked for 46 weeks perfecting a complex system for an IBM client, which duplicated one devised for another client the previous year in San Francisco.

Communications problems such as these—vexing, heart-breaking and expensive—are occurring daily at an alarmingly accelerated rate, a rate which can only be decreased by newfound ability to assimilate the cascading torrent of new information.

Daily some 50 new books, 200 general articles and 4,000 technical papers are published in the United States. It has been estimated that it would take a fairly literate man five sleepless centuries to read all the technical papers published during 1961. Another source estimates that the output of technical publications has increased by 86 per cent during the past four years and that the world's information stockpile will have trebled within the next five years.

This information explosion is forcing the evolution of a new science out of the old art of catch-as-catch-can research. Under obvious strain, the Dewey Decimal System and gray-haired librarians are giving way to computers, microfilm and other mechanized and less fallible systems for location and retrieval of information.

Most of the experts and laymen familiar with the information problem agree that automation is the solution, and a frightening assortment of new mechanical monsters is being created daily to perform prodigious feats of

information retrieval. Automated information-retrieval equipment and methods have been in limited use for some time, but the general level of development is, at present, inadequate to cope with the problem as a whole.

Although the retrieval methods of the new information machines may vary to a considerable degree, their basic mission is the same: to digest information, debulk it and store it in such form to make it quickly accessible.

Perhaps the most spectacular information retrieval project now in operation is that of the Central Intelligence Agency. Using IBM equipment, the system is designed to store about 100-million pages of material and another 300-million index items or references.

CIA's information is put on film strips and stored in machine units, or bins, each of which is roughly the size of a desk. Each machine unit holds 990,000 documents or pages of information, any of which can be located in less than 10 seconds.

The document images appear on film strips in greatly reduced form. Cards that are used to retrieve information from this system are made up of patches of unexposed film that can be activated by ultraviolet light. The cards are perforated by the CIA's information specialists so that, when inserted into storage bins, they will automatically locate the desired documents or items of information and align them with a photocopying light.

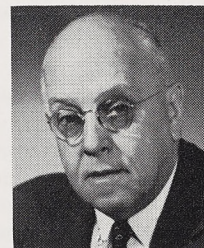
The image of the located material can then be transposed onto the card's film patch. Once the card has picked up the image, it is developed rapidly and ejected from the bin. The image of the retrieved document can then be viewed or copied.

U.S. industry also is rapidly automating its information retrieval operations. The research laboratories of Merck, Sharp & Dohme recently set up a machine-searching system that scans some 200 pertinent journals each month. Articles of immediate interest are coded, abstracted and punched into cards, while articles of lesser interest are briefly abstracted and card-punched. Under this system, articles of potential interest are merely coded

(Continued on page 101)

The crisis in scientific communication

The number of scientists, and the papers they produce to further their profession, are proliferating, says C. B. Larrabee, noted business-paper editor. A former publisher and chairman of the board of Printers' Ink, business magazine of advertising and marketing, Larrabee has motivated many noteworthy advances in the advertising and publishing professions. Here, expressing his personal views only, Larrabee declares that scientists face a communications crisis.



EVERY time a college or university graduates a scientist, it sends into the world both a reader and writer of scientific papers. It is estimated that the average scientist will write or collaborate in writing at least three papers during his life.

By 1970 the United States economy will need 548,000 scientists, says the Bureau of Labor Statistics. This is more than twice as many as we now have.

Since the average number of authors collaborating in a scientific paper is three, the 548,000 scientists the Bureau pleads for will eventually have contributed more than half a million scientific papers to the more than 90,000 (by 1970 the figure almost surely will have gone well over 100,000) journals listed in the World List of Scientific Periodicals.

Let's not overlook the fact that these scientists' opposite numbers in Russia, Germany, England, China and the rest of the world will also be grinding out their full quotas of words, charts, tables and diagrams.

Yet the time anyone has for reading remains the same. Therefore, an increasingly smaller proportion of what is written can be read by any one person.

The result of this proliferation of scientists and their papers is a crisis in scientific communication. Scientific progress is in danger of being drowned by a flood that is inevitable to and implicit in its growth.

Of course, the scientists will find a way to survive this flood. They have to. However, while a great many smart people are spending a great many hours looking for a solution, the flood continues to rise. And scientists, like obese persons who know that as long as they continue to over-eat they will continue to get fatter and fatter but

don't know how to stop over-eating, continue to pour an ever-increasing number of contributions into this paper flood.

If the situation doesn't change before 1970, most of the half-million papers will be read by few people beside the authors. A study by D. J. Urquhart came up with the startling fact that in 1956, of the 9,120 periodicals in file in the Science Library of London, 4,821 were not referred to once by users of the library. Each of the 4,821 had readers somewhere, but many were read only by small coterie of specialists numbered in hundreds instead of thousands.

To understand the cause of the flood, you have to examine that highly schizophrenic character, the scientist.

As a reader, he is likely to read or scan six to ten scientific journals. The average is estimated to be about six. Of these six, he probably reads only four regularly.

In choosing his journals, he reads first of all those that cover his particular specialty. In most fields, it is covered by eight to a dozen journals. So right at the start he has a choice of specialized journals larger in number than the total number of journals he is likely to read or scan.

But his problem is not that simple. As time goes on and scientists tend to specialize in narrower and narrower fields, the journals in contiguous fields may have material that the scientist feels he ought to read.

If he is conscientious, he will at least try to scan one or two journals in closely allied fields. There may be two to a half-dozen such fields, each with its own little group of eight to a dozen specialized journals.

However, our scientist doesn't want to stop here. In the back of his mind is the gnawing worry that something

happening in a remote field that he can't possibly follow may be the key to one of tomorrow's most important developments in his own field. So he yearns for a third type of journal, horizontal in scope, with a field as wide as all science. One reason why Scientific American has had such wide readership is that it gives the scientist the comforting feeling that at least he is "keeping up with" some of the big developments in distant fields.

Obviously the non-expandable, 24-hour day won't let the scientist as reader even begin to keep up with what he ought to read.

Faced with the problem of too much to read, the scientist as a reader becomes more and more demanding.

He complains that the material that is offered to him is diffuse, prolix, long-winded, badly organized. He is irritated by his fellow scientist who writes three papers to cover material that if properly presented could have been covered thoroughly in one paper. He believes that too often the paper with a promising title leads him down a by-path which ends up only in trivia. He wants thoroughness, but feels that too often his fellow scientist as a writer confuses thoroughness with over-writing.

But when a scientist becomes a writer, his point of view changes completely. As a true scientist, he wants to share his discoveries with the world.

There is a more important and lot more selfish fact in his thinking. Whether he is teaching in a university or working in industry, the younger scientist knows that rightly or wrongly his bosses and his colleagues will measure his ability to a considerable extent by the amount of material he publishes. He knows also that too often the amount rather than the quality of the material is the criterion.

The result is that the scientist as writer tends to violate all of the standards that the scientist as a reader demands.

He also is haunted by the tragic tales of men who have spent years arriving at great scientific discoveries only to find that somebody has beaten them by a few days or a few weeks. This sometimes induces a jittery mood which makes him rush into print with inadequate bits of information about purely preliminary research, hoping that by so doing he will stake out a claim and warn other scientists away.

As a reader, he will deplore in most scathing terms a writer who starts a paper with a long historical introduction, who appends an unnecessarily lengthy bibliography, and who goes into a long disquisition about the mistakes he made and the blind leads he followed before he arrived at his discovery. As a writer, he is quite likely to do all of the things that he deplores.

So as the number of scientists and the number of journals grow, the scientist's reading problem gets worse and worse.

Faced by the fact that they can't possibly hope to read all they need to read to keep up with their field, they become more and more selective, read fewer and fewer journals thoroughly, browse less and less in journals outside their specialized fields.

Even the most conscientious scientist sometimes has a feeling of almost blank despair when he realizes the impossibility of trying to keep up with the literature.

There is another factor that is overlooked, particularly by the people who view with great alarm the fact that we are not graduating enough scientists to keep up with the Russians. Growth in the number of scientists does not necessarily mean a corresponding growth in the number of competent scientists. Indeed, many scientists today are worried because young men and women who are unfitted by temperament and mental capacity to be even passably satisfactory workers in the vineyards are being attracted to careers in science.

However, even the incapable *can* write. That they *do* write is well known to the harrassed and overworked editors of the scientific journals.

Today the flood continues to grow. But there are many worried watchers on the shore who are working busily to find ways to stem the flood or at least to turn it to manageable channels.

What are some of the methods the scientist uses to evade his predicament?

First, of course, is the abstract journal. Without good abstract journals, world science would come to a halt from which it could recover only slowly and painfully.

When there were only a few hundred journals, it was comparatively easy for a scientist, by reading abstracts, to keep up with what was going on in his world. However, as the number of journals grows, so has the number of abstracts. According to Derek J. de Solla Price, author of an outstanding study of the subject of proliferation of scientific communication, the number of abstracts has been multiplying by a factor of ten in every century.

To give an idea of the volume of material published in an abstract journal, the ten-year index, alone, of one abstract journal will approach in size the Encyclopedia Britannica.

Today, because of the growth in size of the abstract journals (and their size means they are priced beyond the reach of all but the most affluent), no scientist would really attempt to read his abstract journals. So they have become largely reference works. Already abstracts of abstract journals are appearing.

A number of the large industrial companies publish for internal use what amounts to little abstract journals of the periodicals and important books in their library.

This device is not without its problems. One large chemical company attempts to inform its laboratory staffs of vital material in more than 700 journals. This company's "internal" abstract journal, in spite of the fact that it is issued more often than once a month, has become so large that many of the staff say they don't have time to read even it.

Another device is team reading by groups of scientists with common interests and problems, each team member reading for the rest of the team.

Opponents of the system say that

while this helps a little to relieve the pressure, it has several weaknesses. Even though two men may be working closely together, what one may pass over as of little interest may give a vital clue to the other. Some readers are too conscientious and pass out too much to a team. Others aren't conscientious enough.

Another solution, called by Dr. Price the "Invisible College," is basically atavistic.

The first scientific societies were formed by groups of scientists who wrote each other about matters of interest. In many fields scientists are going back to this old device of personal communication. Leaders in various specialties are joining together in little informal elite groups seldom made up of more than a hundred people. They correspond, get together in informal conferences (the Christmas hol-

**In ancient times, man didn't
know how bad off he was.
Now even a child can turn on
the TV and find out.**

By FLETCHER KNEBEL

iday season is a favorite time), visit each other in person.

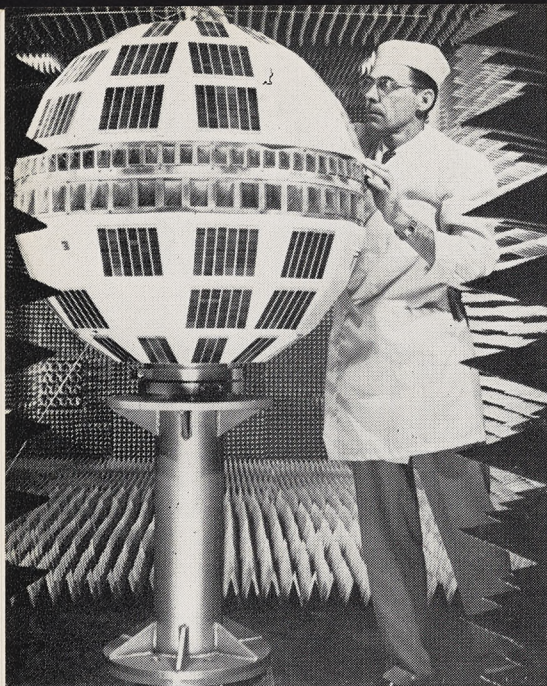
For the people who "belong," the Invisible College is a hopeful solution. There are grave doubts whether in the long run this practice is of great benefit to science.

One of the favorite communication devices for scientists has for years been a learned society's meetings. But here again gargantism has taken hold.

One of the largest learned societies holds two national meetings a year. Even the lesser attended meeting may attract 6,000 or 7,000 scientists, while a more successful meeting will draw 12,000 or 14,000. At a single meeting, lasting a week, perhaps 6,000 individual papers will be given.

What many modern scientists like to call the "old-fashioned" scientific journal still remains the source from which most scientists get the most vital information. Some say the journal is obsolescent if not already obsolete. Others believe it is not obsolete, that only the attitude of the scientist needs

(Continued on page 106)



Speed of communications to get better and better

Remarkable developments in the transmission of words and pictures are nearly ready for everyday use, veteran science writer E. Robert Mason Jr. reports in this article. Now public information supervisor for American Telephone & Telegraph Co., he describes new communications techniques that will result, among other things, in better newspapers that will get the news to readers faster and faster. The communications satellite shown at left will soon be launched by A.T.&T.



ALL newsgathering organizations have their legends and stories. This one comes from the Newark Evening News, but it could have happened anywhere.

One hectic afternoon, Alfred D. Walling, the paper's news editor, had just read the 10th or 15th take of a story about the country's mutual security program. As he handed it to a copy boy to be sent to the composing room, Mr. Walling turned to the telegraph editor and in a tone of ultimate exasperation barked:

"Cut off 'Foreign Aid.'"

Mr. Walling's paper that day was a tight one. The important story slugged "Foreign Aid" had moved late in the day, and it may have been delayed on the wire. But the important thing here is Mr. Walling's exasperation. For this is a measure of the extent to which the mechanical process of producing a newspaper limits and controls the newsgathering and editing functions—the ones we usually associate with the newsman on the job.

Anyone who even has had anything to do with a newspaper is aware of the mechanical monkey on his back—and, in the case of editing, the more responsible the job, the heavier the monkey. Through the years many technical improvements in communications, photography and printing have lightened the load and have made possible the production of fresher, better looking and better edited papers.

Information is being moved from here to there at ever greater speed these days. Most news teletypewriters operate at about 66 words a minute, and this will soon be increased to 100 words a minute. But just jump over the rainbow into the world of elec-

tronic data processing (EDP) and you find yourself talking in terms of 2,500 words per minute, a rate at which some of the Bell Telephone System's Data-Phone instruments can operate over the regular telephone network. Or take a look at some of the special channels that have been developed to work with computers, and the speed leaps to the level of half a million words a minute.

Of course, no one could read, write, see or listen that fast. But that doesn't mean that we must use human capability as a speed limit. So we devise a machine that takes information from us at our human rate and sends it at tremendous speed to another, half a world away, which then presents it to us in usable form.

Over at The New York Times, which has always been widget-conscious, John Henry, the paper's director of communications, has begun to apply some of these new techniques to newspaper uses.

When Henry took over early last year, The Times already was publishing its International Edition. Signals from punched paper tape were sent by cable and radio to Paris where the tape was reproduced and fed into teletypesetters. The rate of transmission was 66 words a minute, and The Times was using six circuits a total of 28 hours a day at a yearly cost of \$230,000.

Mr. Henry has demonstrated that by using EDP at a speed of 1,000 words a minute, a comparable volume of copy can be sent to Paris in 57 minutes, and the annual cost is \$75,000.

Last October, he arranged a test in connection with establishing The Times west coast edition. He saved a month's tapes from the Paris opera-

tion and sent them over regular telephone lines to Los Angeles, where the edition will be printed, at the 1,000 words per minute speed.

Here is what this greater speed might mean in terms of the working newsman: Suppose you're a Times reporter in Paris. You write a 1,000-word story about DeGaulle visiting a friend in the Rue de Berri. You hand it to your communications man. Your 1,000 words, and the other 29,000 filed daily by Times European correspondents, are sent to New York in about half an hour. Each story is printed out at 20 lines a second on copy paper with a reverse carbon that makes it ready for mimeographing. It then goes to various editors and copy handlers.

The result: More time for you to write your story; more time for the editor to evaluate it; more time for the copy handler to handle it.

Lisle Baker Jr., executive vice-president and general manager of the Louisville Courier-Journal & Times, has localized the story. He foresees equipping a station wagon or light truck with Bell Data-Phone equipment and sending it to any point where news is developing and other services are not adequate.

Using a special electric typewriter, the reporter would write his story and produce both hard copy and perforated tape. Simultaneously the tape could be fed into the Data-Phone equipment and sent back over the telephone lines to the city room where it would appear as ordinary teletypewriter copy.

Mr. Baker expects Data-Phone service to be of value to special correspondents in chaotic communications situations—a national political convention, for instance. With Data-Phone

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Many people are satisfied to look at a situation. The news photographer makes a situation a picture. Experience gives him the insight to bring it off.

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Experience originates the idea

Ideas cannot be communicated to the student simply by handing them to him, says noted educator Harold Taylor. The former president of Sarah Lawrence College, Bronxville, N.Y., insists that the old cliché "Experience is the best teacher" has much basis in fact. He calls therefore for the intelligent use of teaching—use that will, for example, enable the student to experience the thoughts of the great philosophers through his own experience. Taylor complains that the use of television in teaching merely as an extension of the lecture system is a complete waste of the medium in communicating.



It is time that we came to the full realization that ideas cannot be communicated simply by handing them over in written or spoken words, or even in pictures. Ideas must be experienced to be known, the student must be asked to accumulate his own store of ideas from the original sources of his own experience. That is to say, if he is to understand the novelists, playwrights, painters, philosophers and writers, he must be allowed to experience their thoughts in his own life. Rather than reading books *about* philosophy, he must be introduced to the questions and issues about which the great philosophers have concerned themselves, he must have the opportunity to read for pleasure the novelists and dramatists to whose knowledge and ideas he can relate his own experience.

This would mean in practice that the college freshman should be confronted with contemporary ideas and art forms rather than with those of the past, so that he can learn for himself the nature of his own time, and can then turn back to the classical models for enlightenment and further understanding.

This also means that we should not try to solve the problem of communicating ideas by using television lectures as a means of enlarging the present lecture system. Certainly television has a major contribution to make in the communication of ideas in schools and colleges. But it cannot make that contribution if it is used merely to duplicate an already obsolete system of education.

The fallacy lies in thinking that education consists of listening to lectures. This is only one form of gathering information and of seeing a scholar's mind at work. Genuine education does not begin until the student in-

volves himself in building a body of ideas which can give him insight and understanding.

The importance of this aim cannot be over-estimated in view of the nature of contemporary American society and its overpowering effect on the young mind. The student in America lives in an over-organized culture in which opinions are manipulated and ideas sold like soap.

The ideal kind of education will therefore be one which gives to the young person the capacity to establish his own honest identity, and to look at his world with clarity and understanding. He cannot wait for someone to tell him what to think and how to act, since if he does so, he still has the problem of choosing whom to believe.

Take, for example, the major concern so continually expressed on the part of public figures for the threat of communism to American democracy. There are those who wish to indoctrinate the entire American student-body with a hatred of communism and communists and who, in their zeal for such indoctrination, fail to distinguish between communism as a political philosophy, communists as political activists, and communism as a dynamic social force. If the function of education is to teach independence of thought and the capacity to make sound judgments, it is of crucial importance that no subject should be taught as a form of indoctrination. Are we to teach children to hate the Russian children because they live in a communist country? To hate Tito because he is a communist leader?

This way lies educational disaster, since it encourages the use of passion and emotion instead of sustained thought in the treatment of political education. The recent report of the American Bar Association on teaching

communism makes the point sharply and intelligently. After stating that courses on communism are "conspicuously absent" from the high school curriculum largely because the curriculum has remained substantially what it was thirty to forty years ago, the report goes on to warn against teaching about communism as a form of counter-propaganda.

It is by coming to grips with living ideas that the student learns to understand and use them honestly. Those who attack the schools and colleges for allowing communists to speak, or for keeping radical literature on library shelves, or for encouraging students and teachers to engage in controversial political discussion, are communicating one main idea—that is, the idea that the intelligence and honesty of the American teacher and the American student are not to be trusted.

How then do we communicate those ideas which can nourish the minds of the young and through which they may gain their intellectual maturity? We do so by involving them in the process of their own education, by asking them to engage themselves in an effort to find the answers to important questions. In science, the student must learn to conduct his own experiments and to reach his own conclusions. In the arts, the student must be given a chance to enjoy and participate in the making of art itself.

But, above all, the student must be given a chance to work directly with teachers who understand him and who treat him as an individual. A concern for the individual is the mark of the true democrat. That idea is communicated fully when the educational system is arranged so that the individual human being is the central concern of all those who make up the community in which the student lives and learns.

The lost tools of learning

Dorothy Leigh Sayers was born in Oxford, England in 1893. A brilliant student, she received her master's degree from Oxford University at the age of 22. Keenly interested in crime detection, she published her first mystery novel in 1927 — and thereafter about one crime novel a year. She is perhaps best known for her character Lord Peter Wimsey. Not all of her literary efforts were confined to detection writing. In 1946 she published a play, "The Just Vengeance"; she translated "Dante's Inferno" in 1949.

I PROPOSE to deal with the subject of teaching, properly so-called. It is in the highest degree improbable that the reforms I propose will ever be carried into effect. Neither the parents, nor the training colleges, nor the examination boards, nor the boards of governors, nor the ministries of education would countenance them for a moment. For they amount to this: that if we are to produce a society of educated people, fitted to preserve their intellectual freedom amid the complex pressures of our modern society, we must turn back the wheel of progress some four of five hundred years, to the point at which education began to lose sight of its true object, towards the end of the Middle Ages.

Disquieting questions

When we think about the remarkably early age at which the young men went up to the university in, let us say, Tudor times, and thereafter were held fit to assume responsibility for the conduct of their own affairs, are we altogether comfortable about that artificial prolongation of intellectual childhood and adolescence into the years of physical maturity which is so marked in our own day? To postpone the acceptance of responsibility to a late date brings with it a number of psychological complications which, while they may interest the psychiatrist, are scarcely beneficial either to the individual or to society. The stock argument in favor of postponing the school leaving-age and prolonging the period of education generally is that there is now so much more to learn than there was in the Middle Ages. This is partly true, but not wholly. The modern boy and girl are certainly taught more subjects—but does that always mean that they actually know more?

Have you ever, in listening to a debate among adult and presumably responsible people, been fretted by the extraordinary inability of the average debater to speak to the question, or to meet and refute the arguments of speakers on the other side? Or have you ever pondered upon the extremely high incidence of irrelevant matter which crops up at committee-meetings, and upon the very great rarity of persons capable of acting as chairmen of

committees? And when you think of this, and think that most of our public affairs are settled by debates and committees, have you ever felt a certain sinking of the heart?

Have you ever followed a discussion in the newspapers or elsewhere and noticed how frequently writers fail to define the terms they use? Or how often, if one man does define his terms, another will assume in his reply that he was using the terms in

Education's crucial need: effectiveness

THE importance of effective communications in education cannot be exaggerated. Although the fundamental role of communications has been recognized by inspired educators throughout history, many of our teachers are not sufficiently aware of the dependency of education on effective communications and the nature of the art of communication.

In speaking of communications, I include all means by which information, ideas, conceptions and ideals are conveyed from one mind to another.

Education involves three uses of such devices. One use is the transference of information from one person to another. The second is the cerebration that takes place in the mind of the learner, which involves his using words and symbols to communicate with himself. And the third is the expression the individual gives to his own thoughts.

Learning takes place through this three-fold process of reception, cerebration and expression. The quality and effectiveness of that process is dependent on the skill with which communication devices are used by both teacher and learner. Unless the teacher communicates skillfully, and unless the learner is equipped to receive information, to organize and evaluate information and then, in turn, to communicate his thoughts, the student cannot be educated, whatever his innate capabilities.

Good teaching has always taken place when the teacher has possessed sufficient command of his subject and enthusiasm for it to convey its content and relevance in a lively and meaningful manner. Able teachers have always found devices by which their thoughts and inspiration could be communicated vividly to their students. The job of professional training in education is to help all potential teachers to emulate the practices of naturally good teachers. Toward this end, the progressive education movement tried to correct the weaknesses of rote teaching.

The progressive movement was directed toward stimulating the interest of students and encouraging self-expression. Because the movement was directed in part against the excesses of rote learning, many progressive teachers failed to realize that effective expression can take place only if students are skilled in the techniques of communication, by which I mean, particularly, reading, writing and arithmetic.

Effective learning of these techniques involves a discipline that seemed antithetical to the spirit of progressive education. The self-defeating aspect of this tendency in progressive education is now widely recognized, and we find far more attention being given in schools today to the disciplines of communication than a decade ago.

precisely the opposite sense to that in which he has already defined them?

Do you ever find that young people, when they have left school, not only forget most of what they have learnt (that is only to be expected) but forget also, or betray that they have never really known, how to tackle a new subject for themselves?

Do you often come across people for whom, all their lives, a "subject" remains a "subject," divided by watertight bulkheads from all other "subjects," so that they experience very great difficulty in making an immediate mental connection between, let us say, algebra and detective fiction, sewage disposal and the price of salmon—or, more generally, between such spheres of knowledge as philosophy and economics, or chemistry and art?

Are you occasionally perturbed by the things written by adult men and women to read?

Here is a sentence from no less academic a source than an article in the London *Times Literary Supplement*:

The Frenchman, Alfred Epinas, pointed out that certain species (e.g., ants and wasps) can only face the horrors of life and death in association.

I do not know what the Frenchman actually did say: what the Englishman says he said is patently meaningless. We cannot know whether life holds any horror for the ant, nor in what sense the isolated wasp which you kill upon the window-pane can be said to "face" or not to "face" the horrors of death. The subject of the article is mass-behavior in *man*; and the human motives have been unobtrusively transferred from the main proposition to the supporting instance. Thus the argument, in effect, assumes what it sets out to prove—a fact which would become immediately apparent if it were presented in a formal syllogism. This is only a small and haphazard example of a vice which pervades whole books—particularly books written by men of science on metaphysical subjects.

Another quotation from the same issue of the T.L.S. comes in fittingly here to wind up this random collection of disquieting thoughts—this time from a review of Sir Richard Livingstone's *Some Tasks for Education*:

More than once the reader is reminded of the value of an intensive study of at least one subject, so as to learn "the meaning of knowledge" and what precision and per-

sistence is needed to attain it. Yet there is elsewhere full recognition of the distressing fact that a man may be master in one field and show no better judgment than his neighbor anywhere else; he remembers what he has learnt, but forgets altogether how he learned it.

I would draw your attention particularly to that last sentence, which offers an explanation of what the writer rightly calls the "distressing fact" that the intellectual skills bestowed upon us by our education are not readily transferable to subjects other than those in which we acquired them: "he remembers what he has learnt, but forgets altogether how he learned it."

The art of learning

Is not the great defect of our education today—a defect traceable through all the disquieting symptoms of trouble that I have mentioned—that although we often succeed in teaching our pupils "subjects," we fail lamentably on the whole in teaching them how to think: They learn everything, except the art of learning. It is as though we had taught a child, mechanically and by rule of thumb, to play "The Harmonious Blacksmith"

Communications

James M. Hester, president New York University

We are all discouraged that too few of our students continue their intellectual development after they complete their formal education. I would attribute this disappointing situation in large part to failures in communication. We know that almost every child begins school with high motivation, with an eager and inquiring attitude.

The task of the teacher is to fan this spark of interest into a lasting flame by providing the student with those learning experiences that satisfy and stimulate his interests and provide him incentives for acquiring the skills by which he can pursue his intellectual growth. Many of our teachers are highly successful in nurturing the interests of their pupils; others appear to be more successful in dulling natural interest.

It is a mistake to lay the entire blame for dulling the desire to learn at the door of classroom teachers. Children learn by imitating adults, and the adults with whom they are usually best acquainted are their own parents. Parents communicate by example far more about what is important and worth pursuing in life than teachers can ever accomplish by admonition.

If parents show an interest in learning, if they communicate in an accurate, informed and lively fashion, their children are likely to want to acquire similar skills. If parents read little,

if household conversation is slovenly, if the chief form of communication in the household is the mute reception of television, children will tend to imitate this level of communication.

In recent years there has been a tendency to exaggerate the magic of certain valuable communication devices. Visual aids of all kinds have received great attention. Television instruction has been looked upon by some as a panacea, and more recently teaching machines have been the objects of increasing enthusiasm.

Obviously, any device that facilitates the conveyance of information, ideas and conceptions by contributing to the liveliness and accuracy of the transference is a desirable means of communication. The task of the communicator is to select the device most suitable to his material and audience.

Some information can be conveyed only by reading. Some information is naturally best transferred through programmed instruction suitable to teaching machines. Other information or conceptions can be transmitted only through a lecturer.

At the same time, in education, thought must be given to the internal competence with which the student is being equipped—the competence that will enable him to think about and express his understanding of the information he is receiving. Our population

growth has plagued us with large classes, and in large classes this is probably the area in which our education has been least effective.

Too often we have tried to pump information into students' minds and have then asked them to respond by marking a machine-graded test. We have failed to give them practice with tools of cerebration and self-expression without which the thrill of learning is easily dissipated and the mastery that leads to the desire for continued education is virtually impossible. Students must be given frequent opportunities to speak and to write and at the same time must be held to a discipline in speaking and writing that will enable them to develop accuracy and effectiveness in expression.

We are all working on the same problem, which is ascertaining the means by which the lively and creative thoughts in the mind of one man can be conveyed accurately and in all their vitality to the minds of others.

Education will improve as our understanding of the communications process improves. This fundamental fact is widely recognized in educational circles today. Large-scale research is being conducted in this area at many colleges and universities. Collaboration between the communications professions and higher education in this field is of paramount importance to both.

upon the piano, but had never taught him the scale or how to read music; so that, having memorized "The Harmonious Blacksmith," he still had not the faintest notion how to proceed from that to tackle "The Last Rose of Summer." Why do I say, "As though"? In certain of the arts and crafts we sometimes do precisely this—requiring a child to "express himself" in paint before we teach him how to handle the colors and the brush. There is a school of thought which believes this to be the right way to set about the job. But observe—it is not the way in which a trained craftsman will go about to teach himself a new medium. He, having learned by experience the best way to economize labor and take the thing by the right end, will start off by doodling about on an odd piece of material, in order to "give himself the feel of the tool."

The medieval syllabus

Let us now look at the mediaeval scheme of education—the syllabus of the schools. It does not matter, for the moment, whether it was devised for small children or for older students; or how long people were supposed to take over it. What matters is the light it throws upon what the men of the Middle Ages supposed to be the object and the right order of the educative process.

The syllabus was divided into two parts; the Trivium and Quadrivium. The second part—the Quadrivium—consisted of "subjects," and need not for the moment concern us. The interesting thing for us is the composition of the Trivium, which preceded the Quadrivium and was the preliminary discipline for it. It consisted of three parts: Grammar, Dialectic, and Rhetoric, in that order. The whole of the Trivium was, in fact, intended to teach the pupil the proper use of the tools of learning, before he began to apply them to "subjects" at all. First, he learned a language; not just how to order a meal in a foreign language, but the structure of language—a language, and hence of language itself—what it was, how it was put together and how it worked. Secondly, he learned how to use language: how to define his terms and make accurate statements; how to construct an argument and how to detect fallacies in argument (his own arguments and other people's). Dialectic, that is to say, embraced Logic and Disputation. Thirdly, he learned to express himself in language; how to say what he had to say elegantly and persuasively.

At the end of his course, he was required to compose a thesis upon some theme set by his masters or chosen by himself, and afterwards to

defend his thesis against the criticism of the faculty.

It is, of course, quite true that bits and pieces of the mediaeval tradition still linger, or have been revived, in the ordinary school syllabus of today. Some knowledge of grammar is still required when learning a foreign language. School debating societies flourish; essays are written; the necessity for "self-expression" is stressed, and perhaps even overstressed. But these activities are cultivated more or less in detachment, as belonging to the special subjects in which they are pigeon-holed rather than as forming one coherent scheme of mental training to which all "subjects" stand in a subordinate relation. "Grammar" belongs especially to the "subject" of foreign languages, and essay-writing to the "subject" called "English"; while Dialectic has become almost entirely divorced from the rest of the curriculum. Taken by and large, the great difference of emphasis between the two conceptions holds good: modern education concentrates on *teaching subjects*, leaving the method of thinking, arguing and expressing one's conclusions to be picked up by the scholar as he goes along; mediaeval education concentrated on first *forging and learning to handle the tools of learning*, using whatever subject came handy as a piece of material on which to doodle until the use of the tool became second nature.

"Subjects" of some kind there must be, of course. One cannot learn the theory of grammar without learning an actual language, or learn to argue and orate without speaking about something in particular. The debating subjects of the Middle Ages were drawn largely from Theology, or from the Ethics and History of Antiquity.

Scorn in plenty has been poured out upon the medieval passion for hair-splitting; but when we look at the shameless abuse made, in print and on the platform, of controversial expressions with shifting and ambiguous connotations, we may feel it in our hearts to wish that every reader and hearer had been so defensively armored by his education as to be able to cry: *Distinguo*.

Unarmed

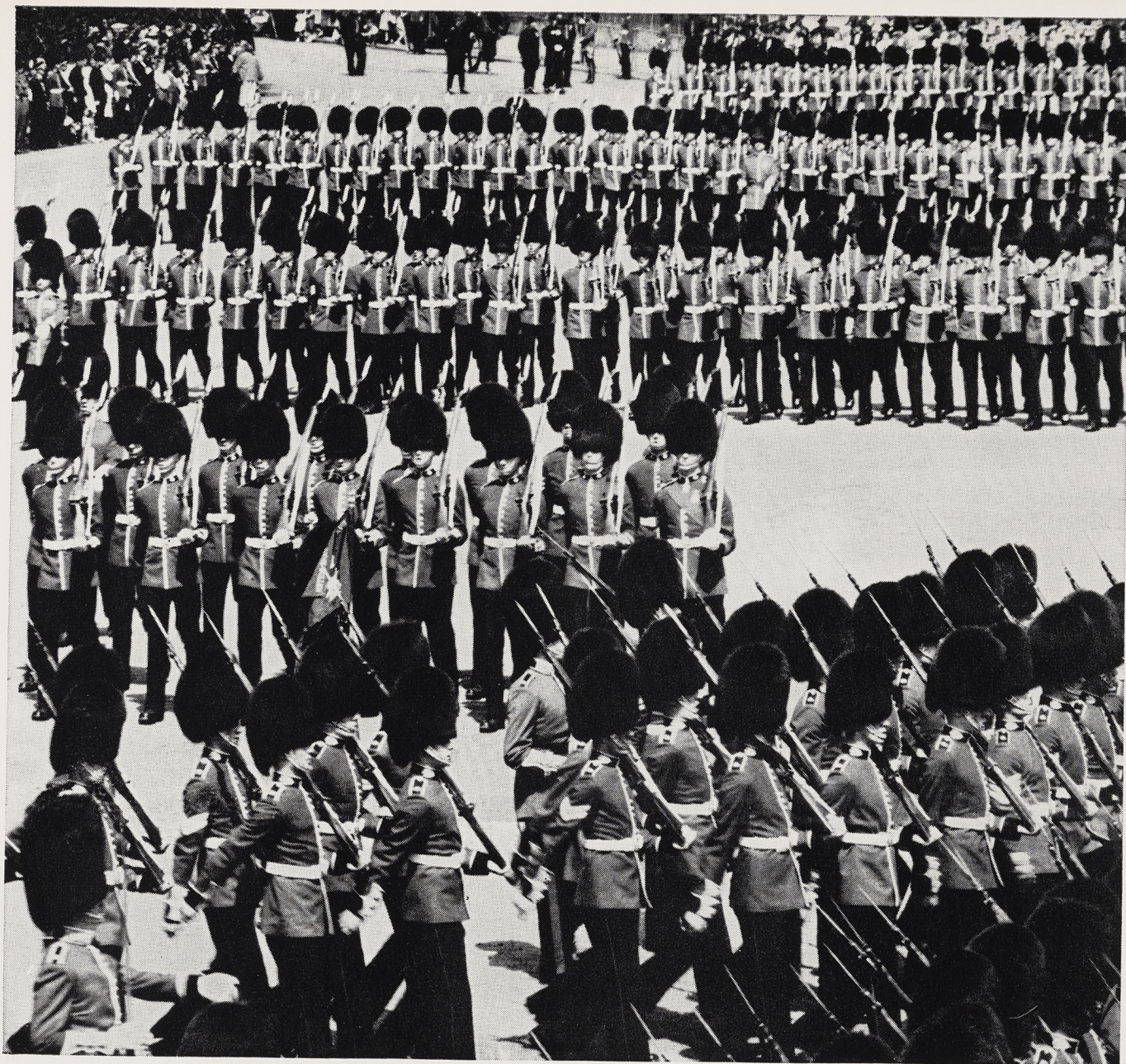
For we let our young men and women go out unarmed, in a day when armor was never so necessary. By teaching them all to read, we have left them at the mercy of the printed word. By the invention of the film and the radio, we have made certain that no aversion to reading shall secure them from the incessant battery of words, words, words. They do not know what the words mean; they do

not know how to ward them off or blunt their edge or fling them back; they are a prey to words in their emotions instead of being the masters of them in their intellects. We who were scandalized in 1940 when men were sent to fight armored tanks with rifles, are not scandalized when young men and women are sent into the world to fight massed propaganda with a smattering of "subjects"; and when whole classes and whole nations become hypnotized by the arts of the spellbinder, we have the impudence to be astonished. We dole out lip-service to the importance of education—lip-service and, just occasionally, a little grant of money; we postpone the school leaving-age, and plan to build bigger and better schools; the teachers slave conscientiously in and out of school-hours; and yet, as I believe, all this devoted effort is largely frustrated, because we have lost the tools of learning, and in their absence can only make a botched and piece-meal job of it.

What, then, are we to do? We cannot go back to the Middle Ages. We cannot go back—or can we? *Distinguo*. I should like every term in that proposition defined. Does "Go back" mean a retrogression in time, or the revision of an error? The first is clearly impossible *per se*; the second is a thing which wise men do every day. Obviously the twentieth century is not and cannot be the fourteenth; but if "the Middle Ages" is, in this context, simply a picturesque phrase denoting a particular educational theory, there seems to be no *a priori* reason why we should not "go back" to it—with modifications—as we have already "gone back," with modifications, to, let us say, the idea of playing Shakespeare's plays as he wrote them, and not in the "modernized" versions of Cibber and Garrick, which once seemed to be the latest thing in theatrical progress.

Let us make a clean sweep of all educational authorities, and furnish ourselves with a nice little school of boys and girls whom we may experimentally equip for the intellectual conflict along lines chosen by ourselves. We will endow them with exceptionally docile parents; we will staff our school with teachers who are themselves perfectly familiar with the aims and methods of the Trivium; we will have our buildings and staff large enough to allow our classes to be small enough for adequate handling; and we will postulate a Board of Examiners willing and qualified to test the products we turn out. Thus prepared, we will attempt to sketch out a syllabus—a modern Trivium "with modifications."

(Continued on page 116)



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Religion: Cult of irrelevancy?

James Gordon Gilkey Jr., executive minister of The Riverside Church, New York, believes that the communications of religion are perceived only by the "Sunday mentality" of people. If religion has any message to convey, he says, it must break away from the words of antiquity. This generation has the honesty to demand relevancies from religion or ignore it. Rev. Gilkey was a magna cum laude and Phi Beta Kappa graduate of Harvard College.



"YOUR techniques are admirable. Your message is irrelevant." There in brief, perceptively and provocatively, is the essence of the problem which religion faces when it tries to communicate to men in these middle years of the twentieth century. We have learned magnificent techniques of communicating, instantly, simultaneously, with individuals all over the world; but do we have anything to say that many people think is worth listening to?

To be sure, there are a great many individuals outside the church who see the church as an historic institution which because of its long history and because at one time in human culture it did render relevant service to mankind ought to be treated with deference and respect. On stated occasions these individuals respond with the expected courtesies to the clergy responsible for the current direction of the institution. Once in a while they even put in an appearance to see at first hand how this venerable relic of another generation is doing. They are unfailingly polite. One even detects a note of wistfulness in some of them, as though they wish they lived in a simpler age when such beliefs as the church proposed could be held seriously.

Admittedly, the profoundest of the church's scholars are of little help at this point. To an unfortunate degree Christian thinkers who are seriously wrestling with the problems of interpreting the Christian message in terms of twentieth century thought have withdrawn to academic cloisters where they speak excitedly with their fellow scholars but leave the man who lives and works in the world far behind. As has been pointed out on more than one occasion: The scholars speak a special jargon that only the initiated

can comprehend. The individual who has neither time nor specialized training by which to gain initiation into these intellectual mysteries can only stand baffled on the outside and wonder what the shouting on the inside is all about. Those relatively few Christian theologians who have attracted public attention and admiration have in general done so not because they have interpreted the message of Christianity with relevance and clarity, but because they have dared speak out upon some issue of social concern with which the world is currently wrestling. They become known for what they have to say to the world, in the world's terms, at the point of the world's need. The theological deliberations of those who are seeking to probe the deeper levels of religious truth and Christian insight for the modern age remain to most individuals who are unversed in the disciplines of a theological study an impenetrable mystery.

Because it is so difficult for the non-scholar and non-specialist to know what is really being said by those who have given their life to such studies, there has emerged the religious popularizer who claims the twin abilities both to comprehend the mystery and the skill to transmit it for popular consumption. Were such popularizers genuinely successful at both points, they might well provide what the church and the world so urgently need: men who can indeed communicate religion to a world where laymen are wrestling with stubborn problems and would gladly have help. The trouble is that some of the communicators speak too simple a message and merely become popular, while others fail utterly in their effort to make the religious insights of the scholars understood.

Because religion is felt to be important, because it is thought to be a "good thing" even though very little is really understood concerning the genuine article and not nearly enough is known to separate the true from the false, to distinguish between the genuinely creative new insight and the merely novel and flamboyant, headlines are often given to what is silly while that which is significant is sadly neglected. Much of the so-called coverage of religion in the newspapers, in magazines of mass circulation, on radio and television, falls short at precisely this point.

Whatever may be the cause, the result is the same and tragic. Increasingly the church fails to reach those individuals in the modern world who must be reached if the church is to remain a significant influence in the world and if individuals in any numbers are to be helped in their struggle with life by knowledge of the values and truths which the church in earlier periods of known history provided for men. The techniques may be admirable; but if the message seems irrelevant, little of any helpfulness is provided for mankind in the world's hour of need.

Perhaps in the twentieth century, the church has to begin by admitting that religion is not being communicated in any depth and with any power to people either inside or outside. A great many of the fine people who habitually participate in the services and activities of the church at the hour when they put on their Sunday clothes put on as well a Sunday mind and a sacred pattern of thought. They worship; they pray, they speak and sing out of some spiritually self-contained independent autonomous compartment of their mind. Then when these same individuals go home from church and take off their Sunday

"...men are no longer afraid to show no interest in religion"...

best, they take off as well their Sunday mentality and move out of the spiritual compartment of their mind. When a clergyman stands on the threshold of the church after a service greeting those who have worshipped, he can almost hear the clicking of locks as doors between sacred and secular compartments of his parishioners' minds are first opened and then closed.

Religion apparently communicates what it has to say only within the confines of a spiritual setting, whether that be a church or a religious retreat or on some sacred occasion. Religion apparently does less well when it tries to communicate in areas of individual, domestic morality. But religion has succeeded hardly at all in communicating in the environment where men struggle to earn their living and carry on the world's work. And religion is ordinarily regarded as quite a kill-joy when it tries to communicate at the point where men play. Here is religion's fundamental problem in the twentieth century. It has probably always been true of religion. The truth is simply a bit more obvious today because some of the social conventions which pressured the unreligious person into a pretense of religious observance have been so greatly weakened that men are no longer afraid of being condemned out of hand for admitting to a total lack of interest in matters religious.

There is a certain amount of positive good in this situation. Men are no longer under the necessity of pretending what they do not really believe. While the public pressures of social convention once might have served to keep many non-religious individuals related to organized religion and to the church, in the long run this externally forced relationship served no useful purpose either to the church or to the individuals thus related by compulsion. Required attendance at college chapel services, like the requirement that eligibility to vote in colonial New England depended upon church membership, was ultimately recognized as undesirable from every point of view. Religion today faces the challenge of a generation which at least possesses the grace to dare to be honest. If religion can be seen by that generation really to contribute to the well-being of individual men and to the welfare of the whole community, and if religion can so communicate its message that its contribution is recognized to be relevant, then there will in fact develop that religious reawakening and that spiritual renaissance so often prophesied yet so long postponed. The message which the church

proclaims to be the ultimate insights of religion is now free to be accepted or rejected on its own merit, as it succeeds or fails to commend itself at the level of the real experiences of human beings.

The church is thus at last free to ask the real questions about the origin and purpose of life—questions which thoughtful men inevitably find themselves asking when life is honestly faced. The pretensions which served only to conceal reality because reality might be harsher than men could face are stripped away. The non-essentials of religion are eliminated. The basic presuppositions must now be faced with utter candor. All of this is sheer gain. The disappearance of the compulsion to be religious is the first prerequisite for a recovery of genuine vitality. The number of individuals now unrelated to the church, now unresponsive to the traditional communication of religion, present to the church and to religion both challenge and opportunity. The message, if indeed religion has any real message, may be stated and heard unencumbered by the antiquities and conventions which once shored up religion and are now seen to be its greatest obstacle.

Religion needs first of all to ask what is the real source of the insight it claims to make available for men. Traditionally the claim has been that the source was some ancient revelation, some sacred book, some message received from someone who lived long ago and far away. There is a measure of validity in the claim, but when the claim is made absolute and binding upon all men for all time, then this conception of revelation let down into the world on a string from on high needs to be scrutinized.

If yesterday's revelation is the wisdom and insight which religion sought to communicate to yesterday's world, and if from that revelation men of today can discover clues to today's revelation, well and good. When Pastor John Robinson bid farewell to the Pilgrim fathers as they left Holland to come to the New World, he said to them: "God has yet more light to bring forth out of His Holy Word." Little that is wiser or more true has ever been said. Like every other area of human knowledge and wisdom, the knowledge and wisdom of religion must be tested in the light of man's newest verified truth. Antiquity is no guarantee of relevancy. Yesterday's saints are to be honored for what they contributed yesterday. They are not to be made the censor's of tomorrow's greater wisdom.

Unfortunately, of all the branches of human study, religion has traditionally been most bound to the past. The scholar who can quote the most ancient sources, or the preacher whose quotation of scripture is most glib, is accorded honor whether or not what he has actually said has any possible relevance to a world laid ever more deeply bare to the questing search of man's experience and mind. Even where new and perceptive insight has been claimed, the words in which the discovery is described seem somehow more religiously suitable if they are the antique words of yesterday. If what is intended is the communication of values, the setting forth of new standards to match the needs of a new day, the sharing of insights to help meet the problems and carry the burdens of a modern age, then this worship of yesterday is nonsense. Take from yesterday its wisdom, but let the husks in which that wisdom was contained be buried with yesterday.

Only the willingness of religion to turn its back on yesterday will enable religion to communicate, other than

Are media de-situ

by Laurence J. McGinley, S.J., (pres

WE live in a pluralistic society where men freely follow various faiths in their search for truth. But religious leaders of many of these faiths fear that modern communications techniques threaten man's spiritual autonomy. They fear mass reaction and blind conformity of thought and judgment. They look upon the operation of the media as a public trust, which must be justified by esteem for moral values rather than technical perfection.

As Pope Pius XII said, this in no way "disparages the stubborn requirements of art, and even of finance, bound up with the business of transmitting goodness and beauty from person to person through the printed word and image." But the future of modern society and the stability of the interior life depend in large part on the maintenance of an equilibrium between the strength of the techniques of communication and the individual's own reaction.

Men who control and operate the media and who are conscious of their great responsibilities can make them instruments for the healthy formation of the reader, listener or viewer. There is an awful burden, and it is fortunate that there are some who are aware of it and act accordingly. Religion should give them every cooperation, realizing that it is easy to sit on the sidelines and criticize, but difficult to operate the mammoth structures of communication to meet the needs of diverse audiences in wholesome fashion.

Religion can function in other ways in order to help the mass media.

over its shoulder, to today. And over-the-shoulder communication is not good enough to men hard-pressed in their battle for survival, in their effort to build something of value and joy in the midst of the terrors and the newness of this age. Not dug out of the pit of yesterday's dead history, but inherent and integral to that which is most recent, most modern, most newly discovered to be true must religion's message come if religion is to communicate anything that modern men will hear and consider worth their attention.

The fundamental questions remain: Where did we come from? Where are we going? While we are here, what are we supposed to do, and beyond our own resources is there any help for us? These are the real questions, the big questions which age after age, mankind, one way and another, asks over and over again. To be sure, our ability to answer such questions meaningfully today depends upon the insights of all man's yesterdays from the very beginning. But if religion, and religion in its institutionalized form,

the church, is to answer such questions relevantly today, it cannot turn back and make one particular yesterday sacred, untouchable, absolute for all the tomorrow's yet to come. Every aspect of human wisdom, every technique of modern discovery, every probing of life's deepest experience must become grist for the mill from which finally will be ground the flour of man's most recent answer to his most profound questions. And that which has been answered today must be reanswered tomorrow and tomorrow and tomorrow. It is not only in its techniques, but in its message also, that religion must be revised and brought up to date.

The plain fact is that the message of religion today is largely irrelevant both to twentieth century man and to the problems which twentieth century man must solve if he is to remain alive and above ground. Irrelevancies cannot be communicated with any great power to any great number of people. The reason apparently is that religion is still more tragically bound than any other human discipline and experience

to worship yesterday's truth in the hope that it will become tomorrow's salvation.

Only when religion is free to experiment; flexible enough to meet new needs with new insight; confident enough to face forward rather than hold desperately onto the past will religion ever discover a message relevant to the present. Whether the church, that is, organized religion, still possesses those necessary qualities is very much in doubt. If the church does, then some startling and radical changes will shortly be seen in that venerable and presently musty institution. If not, then, as Pastor Robinson said: "God doubtless has yet more light to bring forth," and some other institution will take up the torch of a relevant religion let fall by the church. For the fundamental questions remain: Where did we come from? Where are we going? And while we are here, what are we supposed to do and can we look for any help from outside? The message that conveys any wisdom when mankind asks such questions is eternally relevant.

itualizing people.....and ignoring philosophies?

president, Fordham University

by Dana McLean Greeley, president, Unitarian Universalist Assn.

can work for development among the clergy of persons who understand the problems of the media and can sympathetically discuss these problems. It can work for the development among its congregations of persons who are discriminating readers, listeners, viewers, perhaps through study clubs and councils. It can urge constructive, not thoughtless criticism, of the content of print, electronic and other media.

It can keep in mind that, while modern communications have potential for evil, they also have potential for good. It can assist in continuous and systematic research, and perhaps in the establishment of a research center where communications scholars of all beliefs might meet for discussion and study. Preliminary plans for such a center have already been formulated by the Communication Arts Department at Fordham University.

The oldest war in the history of mankind is the war for man's immortal soul. This war has been carried on incessantly through the ages and has increased in pace and intensity because of the rise of ways of life foreign to the concepts on which Western society is based, and the amazing growth of the mass media, which even now provide almost instantaneous transmission of ideas throughout the world.

The role of religion in the clash of ideologies and in the operation of the giant channels of communications is a timely topic for discussion and could profitably be pursued beyond the confines of this brief article.

THE policy of most media in the communications industry is to treat religion in a cautiously affirmative and persistently uncritical manner. This approach excludes the possibility of critically evaluating and interpreting some of the most significant features of religion. This policy severely circumscribes the area with which the media must concern themselves and restricts them to the reporting of religious housekeeping details and the publication of platitudes and clichés that are totally inoffensive because no one pays much attention to them.

Furthermore, a religious leader may speak out on a public issue and be widely quoted and interviewed. But if that same leader makes a profound philosophical statement that has a deep bearing upon the understanding of mankind's condition, his conclusions are very likely to be ignored by the media. Yet unless the channels of communication are open to the introduction of fresh insight and wisdom, how is a public to be truly informed?

I realize that my remarks imply a course of action fraught with pitfalls for the mass media of communications. The critical treatment of a particular religious statement of belief could open a Pandora's box of complaints, the cries of discriminatory treatment and the charges of favoritism. Such an approach also implies that there are men and women employed in communications who are capable of maintaining their objectivity and who are trained in the creative treatment of the ethical, the

moral and the philosophical areas of human activity.

We have come to expect this treatment and this competence in dealing with other segments of a community's life—law, politics and science, for example. Given the great reservoir of talent and ability available in the field of communications, it is hard to believe that the challenge of creatively handling the subject of religion would go unanswered.

Some newspapers, magazines, radio and television stations are already attempting to meet this challenge and the results in many cases have been outstanding. But the challenges and the complexities of contemporary life demand that we not be satisfied with exceptions.

These two great areas of our society, religion and communications, must begin to talk earnestly to one another. Men and women of religion have much to learn from the leaders in the field of communications. They need desperately to be told by the experts that the creation of a huge grinding publicity machine is not a substitute for quality and content. They need the professional advice and guidance that will help them to respond appropriately and meaningfully to the opportunities which are available to them in communications.

In turn, the mass media of communications must give religious groups some assurance that when they produce something of significance, there will be an audience to see and hear.

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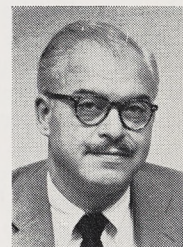
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Non-verbal signs that move men

Words are the highest form of symbolism, but sometimes they are not the most effective. Often more basic symbols convey much greater impact. They may convey immense and convincing appeal to the senses. But are we making good use of this elementary form of communication? William Snaith, president of the design firm of Raymond Loewy & William Snaith, Inc., gives some answers.



IN 1956 the United States built a pavilion at the Damascus Fair. So did the Russians. It was the obvious desire of both countries to register an impact on the Syrians through their respective exhibits. By coincidence, both countries used a helicopter as a unit of display. The United States chose a two-place machine of advanced engineering and design. It was sophisticated and fast. The Russians showed an outsized lumbering sort of unit.

In the rare moments when the Russian and American units were in simultaneous flight, the American literally flew rings around the other. Unfortunately, they were seldom seen together. It would take a gifted eye indeed to see any marked difference in flight characteristics while they were on the ground. The Russian machine outbulked the American, and the Syrians universally considered the Russian machine to be better, just because of its size.

No amount of signing or descriptive literature concerning the speed or maneuverability of the American machine could erase that impression. This, on hindsight, seemed natural, for, after all, the Syrians were a technically primitive people and their perception was limited to the framework of their comprehension. "Words, after all, are to be weighed, but we can see with our own eyes."

The world of business, and especially in distribution techniques, is rife with examples of the use of form as the basic instrument in communicating an impression or idea. We have only to walk into the nearest supermarket to be surrounded by examples of the power of form in packaging or in display. But when it comes to ideas, we are a language-centered society and generally choose to think and express ourselves mainly with words.

We have at hand other powerful sign symbols which can be used to

impart information or conceptual ideas. They can be used separately or in combination to communicate with immediacy, accuracy and impact. In the totality of these signs lies the power of symbolism which can transcend analysis and express sentiment or emotion.

But to use them well we must consider their properties and powers in order to choose the proper symbol or combination directed at the essence of the idea to be communicated.

There are three major groups of sign symbols: language, numbers and form. Each of these symbol groups shares some of the same properties of communication. Some are unique. Some are precise. Some are subject to interpretation. Some are subject to associative experience since their ultimate causal effect is dependent on the memory and experience of the person to whom they are directed.

In a brief examination of properties we may see that language does not have precise meaning because it is subject to interpretation and to associative experience. For language to perform a causal act, it must be understood by the auditor in the same terms that it holds for the communicator. This is not always the case because of the difference in the frame of reference of most people. Therefore, if one were to overhear a snatch of conversation and pick out of the air an isolated phrase such as, "He is red," once sure the word is not read, it would be difficult to know whether a certain baseball announcer or the secretary of the Communist Party was being discussed. Certainly not without hearing more qualifying phrases. For that matter, depending on the main or momentary interests of the eavesdropper, it would be difficult to know whether it was an Indian or a Martian being talked of.

If the phrase were, "It is red," then

an equally imprecise association is conveyed, for the whole range of shades from crimson to vermillion is possible, or even visions of objects from watermelon to rubies are conjured. Semanticists seem to agree on at least one thing: That language is not precise.

Numbers have a limited range of communication potential, but in their own area have great precision of meaning. Numbers are subject to interpretation through comparison when differing quantities are to be established, but need neither associative experience nor memory when an exact amount needs to be established.

Certainly the description of 400 horsepower over 200 horsepower is more precise than the words "more powerful than before." When used in conjunction with words an idea gains the most power of communication through clear comprehension.

Form is one of the oldest symbols of communication after speech, for out of primitive ideographs came the alphabet. In itself form can, with one glance, convey complicated abstract ideas and relationships.

Form has a broad range of subdivisions of communicative elements. It has shape, size, color, tactile qualities. Form is subject to associative experience but it is not subject to interpretation because its meaning is immediate and finite, although the meanings can differ through experience. Form has the unique property of appealing through the senses.

In an era when our problem is communicating to diverse peoples with backgrounds that are remote and strange, it is important that we explore every avenue of communication, using all of the symbol powers to project our message. For it is important when we want to get our message across that there be no ambiguities or misconceptions. We must learn to co-

ordinate all the vital symbols of understanding.

The desired effect of our communication can be nullified if we describe something in words directed at one kind of an impression but show the thing itself in a form quite contrary in feeling to the desired effect.

There are occasions where the proper choice of symbol affects the entire success of a project. One such place where all of the sign symbols are used in combination is at a world's fair. The purpose of fairs has changed considerably in the last century. Originally, they were used to display the work and arts of individuals and institutions in order to gain recognition and acceptance. With the new developments in communications, these normal needs of recognition and acceptance are being achieved through other avenues.

But with the growing intensity of the ideological challenge, leading powers have found fairs a valuable instrument by which to explain themselves and place themselves in the most favorable propaganda light.

The communication task in a fair exhibit generally is organized in the following way: The first need is to establish an over-all theme which sets the mood and direction for the total complex. After the theme and its interpretation is set, then a “main tent” attraction is developed. This is a central attention getter which rivets interest and stages the platform from which individual exhibits are later developed with more detailed information.

The totality of exhibits and building are aimed at the over-all communication goal. A great deal of sophistication in the methods of conveying a desired message have been developed over the years. They have come about by the increased skills available but even more so by the need to disguise the propaganda line or sales message.

Since people come to a fair for entertainment, stimulation, education, any device which does not recognize this mood and temper would be subconsciously rejected. Therefore, direct propaganda statements are avoided and exhibits use a wealth of form symbols to advance their cause by more subtle means.

The Brussels World Fair, for example, was a most important occasion; as it was the first great fair after the war, all of the major countries were seriously participating. It was an extraordinary and unsettled time in

Europe. Most countries still were digging out of the painful holocaust. Former allies and enemies now were individually contending for the public heart and mind, trying to get the most sympathetic and favorable consideration. Underlying, too, was an intense effort to prove to the millions in attendance that a given system was the most viable and promising. In short, every propaganda line was being used but under the most sophisticated sort of masking.

Each country told its story as suited to its individual purpose. Viewed as

Progress in communications is slow. It took us 10,000 years to go from the cave drawings to Ed Murrow's smoke signals.

By FLETCHER KNEBEL

communication, some were magnificent, others were failures.

The Netherlands pavilion was one that used symbolism most effectively. The central impression which was carried away was to the effect that these were a people possessed with an indomitable fighting spirit.

The organizing theme used was their fight against the ravages of a relentless sea in its onslaughts on their low lying land. The main tent show was a huge glass tank containing a sloping gravel bank at one end to approximate a cross section through a Dutch beach. It was filled with water and a mechanical device caused waves to roll along the long length of the tank, finally to crash and break on the beach. Posts with electronic devices attached were embedded in the bank to measure the force of the waves and the degree of the ensuing erosion. Panel inscriptions announced this to be the method of vigilance set up on the Holland coast.

Additional exhibits rounded out the involvement of Holland and the sea as well as its cultural life, all keyed to the central idea. Namely, these were historically a brave, intelligent people fighting their way back into the sun against great adversity.

The British pavilion was an extraordinary solution, in some ways the most subtly successful propaganda device at the fair. What made it so extraordinary was that in these times of radical and libertarian ideas the British gave the greatest promise of continuity for existence through an oblique

view of their monarchical institution. The device used was an exhibit of the symbols of monarchy through England's long and glorious history.

One entered the British exhibit complex through a small chapel-like building replete with dim lighting and modern stained glass effects. You were not able to roam at will but rather were conducted in single file past the exhibits in a ceremonial manner.

The very nature of the file past resulted in a hushed and worshipful attitude. On the right hand were the symbols of pomp and circumstance, the crown, orbs, sceptre and chalices used in the enthronement of English Kings almost since the monarchy began. On the left side were mannequin figures wearing the historic robes and uniforms of attendants at these periods of history.

The visitor on seeing this vast pageant of historic continuity through the relics of the enthronement of kings leading to the present monarch was moved by the unspoken conviction that here was proof that man and his institutions would survive. These were the symbols of centuries-long continuity in the face of the travail of a nation and her kings.

The Russian building achieved an important propaganda effect suited to its own needs. Russia, too, had suffered the ravages of war but instead of focusing on success or continuity against adversity, the main purpose of the exhibit was to demonstrate achievement by a people through their force and ideology. We must remember that in Europe a considerable portion of the populace is not as hardened against Communism as we are.

Therefore, in propaganda terms the Russians could be more direct and forthright, and so they were. The building was big, crass and vulgar, of a semi-monumental design. Inside were the symbols of giantism. Everything was larger than life size, from the huge statue of Lenin to the large cutaway model of the Tupolev plane. All of this was dominated by models of Sputnik. Their art exhibit was filled with huge naturalistic illustrations of soviet-type history. The craftsmanship and design of most of the artifacts shown was shoddy. But through it all one sensed a serious, driving purpose.

The symbols of their rapid growth and power were carefully chosen, always directed at the central ideas expressed by the concepts that Russia was big, it was powerful, it was to be reckoned with. This was power politics through symbolism.

In comparison with the brash, vulgar, if forthright Russian building the pavilion of the U. S. was a negative statement made with elegant taste and aesthetic discernment. Perhaps the choice of symbols used was motivated by the feeling that we were resented for our good fortune and power and so the exhibit carefully avoided anything that would give offense to already quickened pride. But by so studiously avoiding anything that would give offense, we arrived at a pretty exhibit which hardly developed any of the manifest virtues of this country. It in some instances stressed isolated qualities that were important only in association with our totality but were frivolous when alone.

Taken by themselves as designs and omitting any consideration as communication, the exhibit had some handsome things. The building was easily the most beautiful at the fair. Delicate, shimmering and graceful, it was a testament to our emerging delight with the mastery of structure. But the building, its purpose, and use as a basis for

communication were not integrated. The choice of the exhibit material seemed motivated toward attracting attention with little communication purpose in mind. One even wondered for whose attention the exhibit was directed, toward the already convinced or perhaps for the applause of aesthetic critics at home.

As a case in point the main tent attraction was a fashion show. Beautiful girls periodically sauntered down to a platform in the middle of a pool located in the center of the building. The spectators stood around the edge of the pool and looked on. Since it is a proven fact that the world loves a pretty girl, from Rheingold drinkers to those who might be interested in a Chris-Craft, the spectacle was moderately well attended. But to what national purpose? Around the exhibit were scattered a diverse array of isolated and rarefied objects. Rarefied indeed when taken as symbol elements within the American society.

One exhibit which symbolized something directly related to the American

spirit of technology and industry was a display of IBM computers and associated equipment. By and large with the exception of such isolated examples, the symbols chosen gave to the U. S. a negative impression instead of the image of a vigorous leader of the free world. The impression was frivolous, almost effete.

The lack of communicative power did not lie in the syllogism that to be beautiful or light or ironic in touch is to be non-serious and therefore it is a negative device as a national communication platform. There were many handsome buildings which fulfilled their communication goal. The problem lies rather in the choice of the symbol within the frame of reference. For symbols have associative impact differing with the experiences of those who see them.

But the problem is even more deeply vested in the concept of the idea to be communicated, for it is the idea which controls the choice of one of the most powerful tools of communicating—the symbol.

From One World-Wide Organization

to

Another



The

FIRESTONE TIRE & RUBBER COMPANY

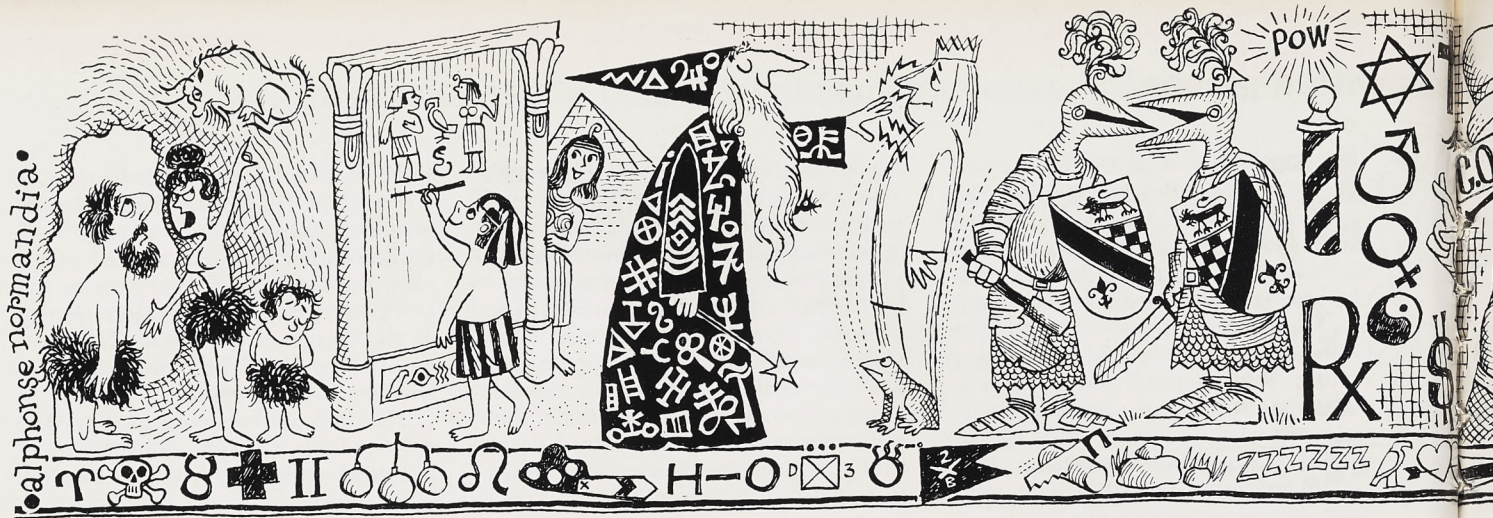
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Do we need a new symbol to replace

Our flag looks too much like other flags, argues Walter Margulies, president of the design firm of Lippincott & Margulies. Uncle Sam is a caricature, the Liberty Bell is commonplace, and our eagle is rapacious. What is needed is a representation that would tell the world instantly, permanently and concisely what the American concept of freedom means to everyone.



IF you tried to arouse an illiterate peasant to take arms and revolt against his government by explaining the theory of surplus value to him, how far do you think you would get?

But if you raised the flag of the hammer and sickle before him and made the sign of the clenched fist, wouldn't he grasp the idea—immediately—that you were offering him a promise of power for the oppressed—the lure, in short, of communism?

Can you imagine the rise of Nazism taking place without the exploitation of mystic signs and symbols—especially without the use of the swastika to rally and unite a disparate and drifting populace into a terrifying national crusade?

And in the world of commerce, have you ever thought what would happen to Madison Ave. if it had to rely on words alone to hawk its goods and sell its products, if it had no pictures, packages, or colored advertisements?

All this something we call *symbolism*, a means of communication that is the world's oldest, and in many ways, still its most powerful.

Modern society has rediscovered the symbol; we use it in business, in politics, in science and in mathematics, and without it, we would indeed be lost. But despite all our reliance on the symbol, we have yet to develop it into a true science.

Some people would have it that any form of communication is a symbol. Doesn't a word stand for an idea or a fact and so symbolize it? Isn't a gesture, or a facial expression, or a laugh, or a cry a type of symbol?

All this makes interesting speculation but it doesn't get us very far in trying to develop a science of symbolism. I prefer the simpler and more workable definition: a symbol is a *sign* that represents something else. The "something else" may be an idea, a concept, a fact, or an emotion; the point is that it is expressed through a *graphic device*.

The first known symbols are the caveman drawings; so far as we know, they are man's oldest written language. Egyptian hieroglyphics are symbols. Numbers are symbols and so are chemical formulas. Some symbols are evolved naturally (the cross, the V for victory, the witch's broom). Others are created artificially (a trademark, a chemical formula, the Stars and Stripes). Still others are a combination of both (the Nazi swastika, the mushroom cloud of the atom used by the pacifist movement, the R sign on the medical prescription).

The thing about all these symbols is that they have a tremendous power. For reasons science cannot yet explain, when a picture is flashed upon the retina, the impression conveyed is much more forceful and vital than

that communicated by a word, whether printed or spoken.

Some symbols *clarify*; they reduce complex meanings to simple concepts, serve as aids to learning and discovery. This is what the symbol "zero" has done for mathematics, for example. Without it, we would have no easy way to express the idea of order of magnitude, and hence we would find complicated calculations impossibly slow and tedious to arrive at. Try multiplying a five-digit number by a 10-digit number using Roman numerals and see how far you get.

Other symbols *identify*. This is the prime function of most industrial and technical symbols, of the road sign, of the trademark, of the Red Cross and the white flag of peace.

Companies that are large, diverse operations cutting across many industries and operating in many areas have found that a good trademark is just about the only way to identify all these divisions as belonging to the same, unified whole. Identity of this kind is a priceless asset to the large corporation.

But it is the third function of the symbol—the function of motivation—that is the most significant. For this is the function that politicians and propagandists, heroes and anti-heroes, and leaders true and false have recognized and used with such telling results.

COME HOME TO JAZZ. designer: Herb Lubalin.
 "In a Greenwich Village night club, Fats Waller had just finished playing and singing his way through a stunning twenty-minute set. Perspiring, laughing . . .

Fats left his piano and walked over to the bar where he encountered a fashionably-dressed woman. 'Tell me, Mr. Waller, what is swing?' Fats replied, 'Lady, if you gotta ask, you ain't got it' . . ."

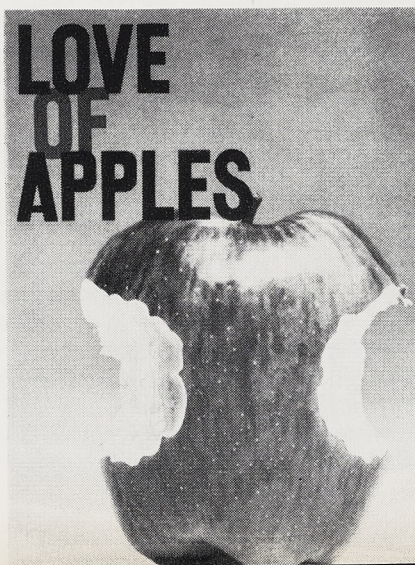
He blow; he don't worry...
 There's this cat he knows
 Wingy from way back.
 But he's a sadistic and
 a square, not that it
 matter to Wingy
 Manone, he got
 only one arm.
 He blow; he
 don't worry.
 Each year
 this guy send
 Wingy Manone
 his Christmas
 present in a fancy
 box: one cuff link

OLD JAZZ
 NEED NOT
 BE BEST BUT
 STILL IT'S TRUE
 THAT SAXOPHONES
 WERE FEW AND FAR
 BETWEEN IN GOOD
 KING PORTER'S MERRY
 TIMES. THOSE WHO DO
 NOT LOVE THE SOUND
 THAT ISSUES FROM THE
 BLEND OF BRASS,
 BENT HORN WITH
 WOODEN REED
 ARE THREATEN
 ED IN THESE
 PARTS, BUT
 THEY'RE
 AROUND!



Typography: the international language

HERE are examples from a series of four booklets, "About U.S.," which demonstrate experimental typography by American designers. The booklets, produced by an American type house, were inserted in a German graphics magazine, Der Druckspiegel, as part of a cultural exchange program. The dual purpose: to show the work of our top designers while providing Europeans with something characteristically American to read about America. With a lyrical text by Percy Seitlin, the result is a polished, beautiful look at the U.S.



ARE APPLES
 PECULIARLY,
 ESPECIALLY,
 EXCLUSIVELY
 OR EVEN
 CHARACTERISTIC
 AMERICAN?

an evening in the year of 1935. Huebner's garden restaurant at the Stadtpark in Vienna. It's Spring and American young men are seated at a table drinking coffee mit Schlag. The band is playing the Saint James Infirmary Blues.

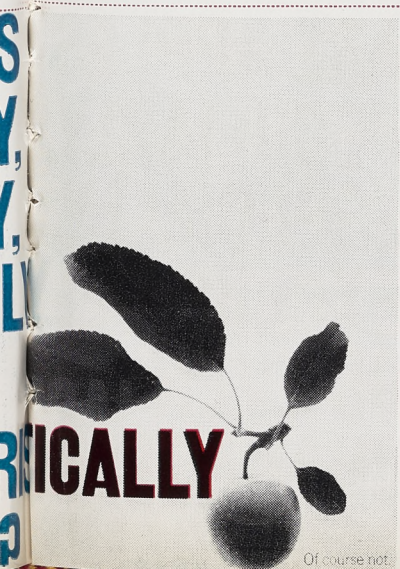
1st Amer.: Not bad. 2nd Amer.: Not good, either. 1st Amer.: Give them a chance; they'll get it. 2nd Amer.: The drummer knows the tricks. He must have studied. 1st Amer.: You've got to study. 2nd Amer.: And you've got to forget you studied. American jazz drumming is like Baby Dodds: Click, Web, Coo, Coo, he gives you that move-along feeling. 1st Amer.: I guess that's it, that move-along feeling. 2nd Amer.: That's not all; you've got to pass the test. 1st Amer.: What's the test? 2nd Amer.: The test of a jazz drummer is: can he make a fit man fall over a whole lot of flight of stairs while not hurting himself.



THE NEW YORK



LOVE OF APPLES. designer: Gene Federico.
 "Dear friends across the sea: please be advised
 that for every mindless violator of the
 great American apple there is a mindless defender
 in the name of apple cider, apple sauce,
 apple pan dowdy, apple brown betty, apple cobbler,
 apple strudel, apple jack or apple pie."





One of the most prominent figures to attend an OPC function during 1961 was Indian Prime Minister Jawaharlal Nehru, shown here with United Nations Secretary General U Thant, who was then a deputy secretary general. OPC president John Luter is at left. At right is Matthew J. Culligan, head of Radio & TV Executives Society.



Former Sen. William Benton, center, was honored by OPC on publication of his book "The Voice of Latin America." Others, from left, are Hal Lehrman, Ray Joseph, William P. Gray and John Wilhelm.



Collegians from all over the U.S. met at OPC for Fourth annual International Affairs Conference for College Editors. Shown above are winning editors at affair, cosponsored by National Student Assn.



Prime Minister Balewa of Nigeria, at microphone, and other Nigerian diplomats visited OPC, where Balewa said U.S. should help all underdeveloped countries just "because they are humanity."

the year in the OPC



Israeli Foreign Minister Golda Meir addressed membership at a luncheon, where she asked the press for better mideastern coverage, saying the phrase "Arab middle east" is Arab invention.



Dr. Juscelino Kubitschek, former Brazilian president, spoke at OPC twice. He warned U.S. to keep cool on Brazilian takeover of an I.T. & T. operation.

Year's highlights save



A bevy of beauties from all over the world descended on the OPC last summer, lending a touch of brightness to the stately halls. The girls, all Miss Universe contestants, had just arrived from Europe by air to participate in the tenth annual world beauty pageant.



G. Mennen Williams, assistant secretary of state for African affairs, appeared at OPC to give the "most candid, perceptive and comprehensive appraisal [of Africa] yet presented." With Williams are, from left, OPC head Luter, member James Sheldon and other State Dept. and African delegation officials to the UN.



celebrities at OPC

Eighty-seven members of the OPC and families flew to Paris last May 19 on the first annual charter flight to Europe sponsored by the club. The group, under the chairmanship of member Madeline Ross, was on its own for a month, returning from London June 19. A similar flight is scheduled this year, is long sold out.

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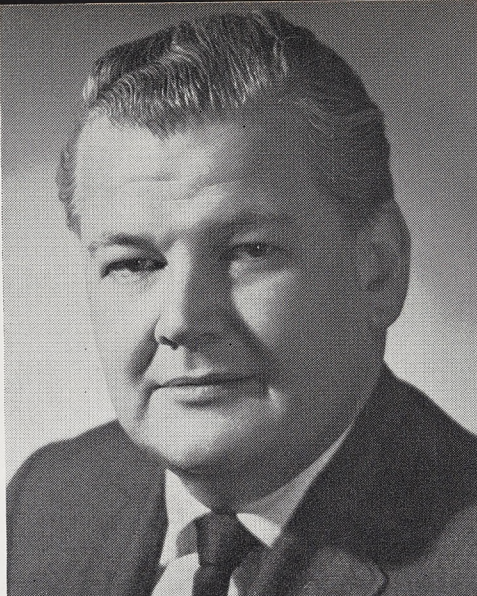
NEW YORK CITY and GENEVA

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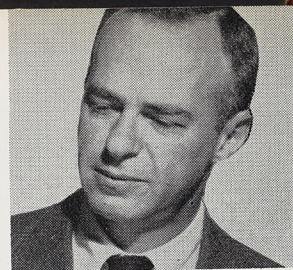
United Kingdom	Belgium	Latin America	New Zealand
France	Switzerland	Canada	India
The Netherlands	Italy	Japan	Lebanon
Germany	Scandinavia	Australia	Mexico
	The Philippines		

OPC officers

'61-'62 OPC leadership



John Luter, president, Overseas Press Club



Will Yolen, secretary



Will Oursler, treasurer



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Mary Hornaday, v.p.



Hal Lehrman, v.p.



Irene Kuhn, v.p.

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Henry Gellermann, alternate



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 - Class 2-A** Best radio reporting from abroad.
 - Class 2-B** Best television reporting from abroad.
 - Class 3.** Best photographic reporting (still) from abroad.
 - Class 4.** Best photographic reporting (motion picture) from abroad.
 - Class 5.** Best magazine reporting of foreign affairs.
 - Class 6.** Best interpretation of foreign affairs, daily newspaper or wire service.
 - Class 7-A** Best interpretation of foreign affairs, radio.
 - Class 7-B** Best interpretation of foreign affairs, television.
 - Class 8.** Best book on foreign affairs.
 - Class 9.** The Ed Stout Award for the best article or report on Latin America (any medium).
 - Class 10.** The E. W. Fairchild Award for the best business news reporting from abroad (any medium).
 - Class 11.** The Robert Capa Award for superlative photography, still or motion picture, requiring exceptional courage and enterprise abroad. (No award given).
 - Class 12.** The George Polk Memorial Award for the best reporting, any medium, requiring exceptional courage and enterprise abroad.
- Special award:** A special distinguished service award for new and original concepts in the field of communication of ideas.



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San Francisco Examiner

AMERICA FIRST
MONARCH OF THE DAILIES

SUTTER 1-2424—East Bay, TEmplebar 2-7343 CCCC* SUNDAY, DECEMBER 3, 1961 286 PAGES Daily 10¢ Sunday 25¢

WEATHER

San Francisco, East Bay, Peninsula, Marin: Partly cloudy today. Fair tomorrow but fog likely in the morning. Slightly colder today.

YESTERDAY'S TEMPERATURES

City	High	Low
San Fran.	54	36
Oakland	56	31
Sacramento	56	35
Fresno	59	35
Los Angeles	62	34
Kansas City	51	38
Chicago	52	40
New York	49	31



(Complete data, Sec. III, Page 8.)

'WE Can Bury You, Mr. K'

U. S. Could Destroy Russia in Hours

By BOB CONSIDINE

(World Copyright, 1961, by Hearst Headline Service)

There is no need to prolong the suspense in this first article of a series devoted to first-hand reports on nuclear preparedness of the United States and her Allies:

We could reverse a familiar threat and bury Khrushchev and his entire empire.

The West today is capable of destroying the Soviet Union's ability to support a great war in a matter of hours—not days, weeks, months or years.

Britain alone has 60 H-bombs in place atop reliable Thor IRBMs able to reach Moscow and beyond. Seventy-five per cent of all Russian cities with a population of 100,000 or more are within the range of the Thors.

Italy has 30 more of these megaton-range bombs ready to be launched, via Jupiter IRBMs, by Italian crews, in the event of

As Nikita Khrushchev brandished his nuclear-tipped missiles, one of America's great reporters set out on a momentous mission of discovery—to find out, within the bounds of national security, just how good our own nuclear arsenal is. Bob Considine's quest for the life-and-death facts took him to missile bases in the United States and on the rim of the Soviet Empire, to a missile-firing submarine, to the Strategic Air Command and the inner councils of Western defense planners. His account of what he found—the most complete and authoritative picture to date of America's atomic might—starts today.

attack.

Six Polaris submarines, each carrying an estimated 30 megatons of destruction, roam the depths,

could reach the vitals of the USSR from submerged positions ranging from the North Pole to the Persian Gulf.

Nearly 30 NATO divisions, which are or can be quickly equipped with tactical atomic weapons, form an explosive shield that reaches from Norway to Turkey.

By the end of this month the U. S. will have 63 intercontinental missiles in place, some of them buried in shielded silos all but impervious to enemy attack. All carry area-leveling thermonuclear warheads.

The U. S. Sixth Fleet, probing the Mediterranean to its innermost reaches, mounts atomic bombs, mines and rockets aboard its supersonic air arm—ready to be catapulted off carrier decks on an instant's notice.

Finally, and supremely, there is the Strategic

(Continued on Page 14, Col. 3)

Best press reporting from abroad

AWARD went to former OPC president Robert Considine for his widely used series of articles for Hearst Headline Service, "We Can Bury You, Mr. K." In gathering material for the series on the nuclear preparedness of the United States and her allies, Considine visited military installations in spots all over the world. He saw missile bases in the United States and on the rim of the Soviet Union, a missile-firing submarine, Strategic Air Command posts and the inner councils of Western defense planners. Considine, who also won OPC awards in 1958 and 1959, received \$5 a week in 1929 while writing tennis columns for The Washington Post as his first news assignments. He worked for Washington papers until 1936, when William Randolph Hearst hired him to write his "On the Line" column for the New York Mirror. During World War 2, Considine covered the fighting for International News Service; he also covered the Korean fighting, scoring a famous exclusive about a MacArthur-Eisenhower meeting on settling the latter conflict. Considine, who has written a number of books and appeared on a regular radio opinion program, has received a number of other awards, including the 1949 Sigma Delta Chi Award for distinguished service in journalism, the 1946 George R. Holmes Award for distinguished reporting, and the 1951 Lasker Medical Journalism Award for a series on cancer research.



Citations:

Gaston Coblenz, top, and Sydney Gruson both won citations in this category for their series of articles on the Berlin situation appearing in their respective newspapers, the New York Herald-Tribune and The New York Times. They are chiefs of the Bonn bureaus of their papers. Coblenz, 43, joined the Herald-Tribune in 1946 in New York as a general assignment reporter. He was assigned to the Vienna bureau in 1948, then to the London bureau in 1952. Later in the same year he was transferred to the Bonn bureau, which he now heads. The Times' Gruson has been chief of his paper's Bonn bureau since 1958. He started his newspaper career as an office boy for the Canadian Press, and became a rewrite man at the age of 17. Now 46, he joined The Times London bureau in 1944. After the war he served in Warsaw, where he was barred from reporting a Communist congress in 1948. He served next in Berlin, The Hague, Israel and Mexico. He was ousted from Guatemala as "undesirable" after reporting communist infiltration.

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**Bert Holloway, Corporate Director of Information
LOCKHEED AIRCRAFT CORPORATION
Burbank, California**



Best radio and TV reporting from abroad

RADIO AWARD to Marvin Kalb, above left, for his reports from Moscow for CBS Radio, and **TELEVISION AWARD** to producer-writer Helen Jean Rogers and director of photography William Hartigan for their ABC Television documentary "The Remarkable Comrades." Kalb, whose book "Dragon in the Kremlin" was published last year by E. P. Dutton & Co., has been CBS Moscow correspondent since 1960, when he reopened the network's bureau there following a two-year hiatus. Kalb, 31, joined CBS News in 1957 as a news writer, following a State Dept. tour of duty at the American Embassy in Moscow. His book, "Eastern Exposure," based on his experiences in the Soviet Union, was published in 1958 by Farrar, Strauss and Cudahy. Helen Jean Rogers' 1961 study of the paradox of the strongest Communist Party in the Western world, in Italy, was shown by ABC last December. She and cameraman Hartigan are shown, top right, on a motor-scooter in Italy while working on the film. Miss Rogers, who speaks seven languages, is currently a candidate for a Ph.D. She has been a political theory instructor at Harvard College and a foundation consultant. In 1957, she joined the Washington staff of ABC's "College News Conference" as assistant producer. A year later she was named producer of "Open Hearing," ABC News' weekly public affairs show. Two years ago, she became a unit producer for the network's special projects division. Since joining ABC, she has covered the Cuban revolution, the Army and Air Force war games in North Carolina and the 1960 political conventions. In private life, she is the wife of John H. Secondari, executive producer of ABC's news special projects division. In her award-winning presentation, she told the story of the power of Italian communism through the people it represents: the peasant, the worker, the southerner, the poor, the party leaders. The program focused on the methods of the party that consistently give it 25 per cent of the total Italian vote although Italy is enjoying economic prosperity.



Citations:

Joseph C. Harsch, senior European correspondent for NBC News, won a citation in this category for his radio reports from Europe. A quarter-century veteran of news work, Harsch, 55, has written books ("Pattern of Conquest" and "The Curtain Isn't Iron") as well as covering news for NBC and writing a column for The Christian Science Monitor. Writer-director Robert Young and cameraman Charles J. Dorkins took the citation in the television area for their NBC White Paper "Angola: Journey to a War." Shown above is an Angola noncommissioned officer training troops who are carrying wooden replicas of rifles. Young, 37, has been a producer, director, writer and photographer for 15 years. He was director, writer and photographer of the movie "Secrets of the Reef." Cameraman Dorkins served as a United Nations newsreel photographer and editor before working for NBC.



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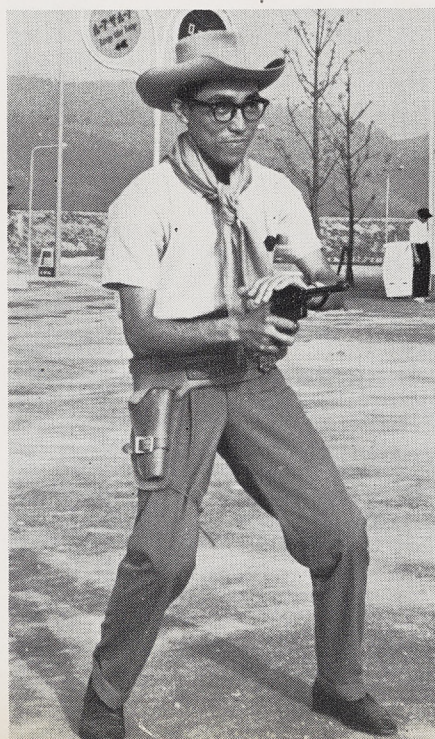


Best still photographs from abroad

AWARD for this dramatic unstaged photograph went to a 20-year-old German who had been a news photographer for just a month. The youth, Peter Leibing, was assigned to watch the border between East and West Berlin last August, just after the East Germans had sealed it off as an escape route to the West. His patience was rewarded on August 15 when the young East German guard pictured above suddenly made a running leap over the barbed wire separating East and West. Leibing aimed his 35mm. camera with a 200-mm.

telephoto lens and came up with the picture distributed all over the world by AP Wirephoto. The young photographer completed his schooling in 1956 and then spent the next three years training as a mechanic. But by 1959 he had decided that his hobby—photography—would become his vocation. So Peter Leibing joined Conti-Press as a trainee. He got his wings last July and a month later had also achieved a measure of fame by having one of his photographs used in newspaper front pages all over.

Best motion picture photos from abroad



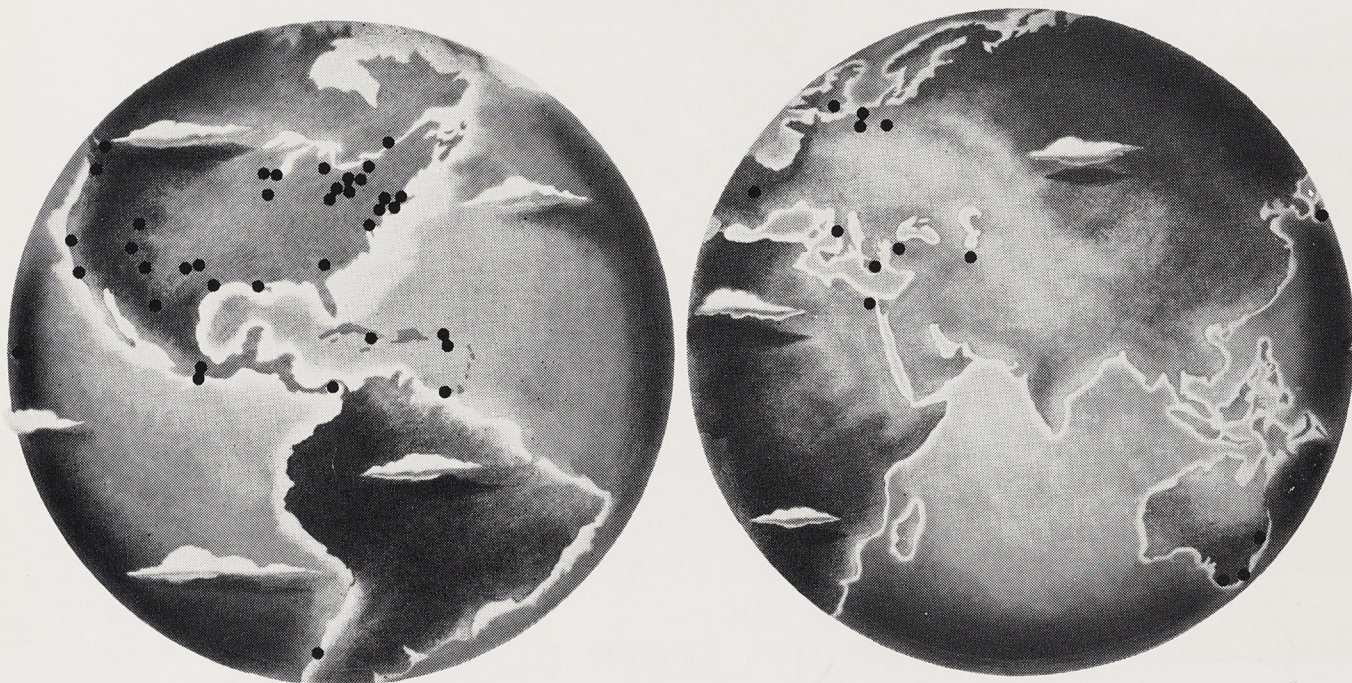
AWARD in this class went to two photographers who filmed "Japan: East Is West" for NBC News Reports. The pair—free-lancers Leonard Stark and Nobuo Hoshi—profiled the old and the new Japan to walk away with top honors in this category. Among the modern Japanese they captured on film was this menacing cowpoke. Stark, a native German, came to the United States in 1926. One of his first assignments was to work with Robert Flaherty a year later on "Louisiana Story." He has specialized in documentaries and has worked on several well-known television series, among them the special March of Medicine program "MD International." Hoshi was engaged in Japan by NBC to assist Stark, who headed the photographic unit filming "Japan: East Is West." He shot footage in Hitachi City and industrial sequences in Osaka. He worked closely with Stark in Kyoto with traditional sequences, although some of his most effective work was with Japanese beatniks.

Citation:

Producer William K. McClure won a citation in this category for "Britain: Blood, Sweat and Tears Plus 20 Years" prepared for CBS Reports. Eric Sevareid is shown at right visiting a typical English family in a scene from the program taken in Sheffield.



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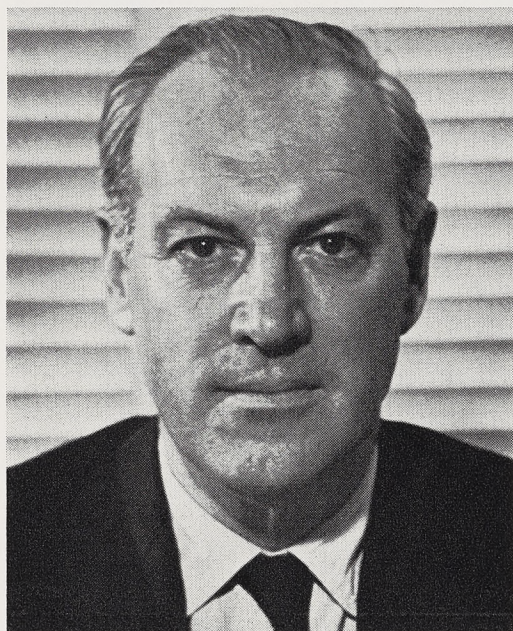
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Best magazine reporting of foreign affairs



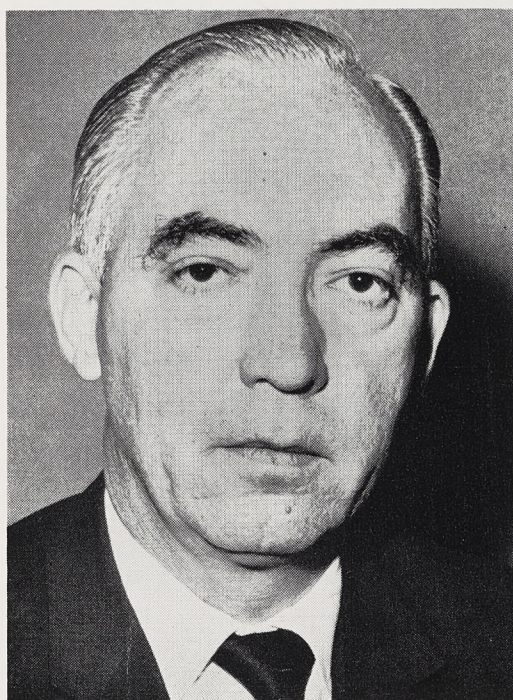
AWARD in this category went to Charles J. V. Murphy, a member of the board of editors of *Fortune* magazine. The 58-year-old writer and editor took top honors for an article in the September 1961 issue of the magazine, entitled "Cuba: The Record Set Straight." Murphy joined the staff of *Time* Inc. in 1936, first as an editor of *Fortune*, later as a staff writer for *Life*. After a two-year military leave as an Air Force colonel, he returned to *Time* in late 1952 as a member of the board of editors of *Fortune*. Before joining *Time*, Murphy had worked on the *Boston American*. He then moved to New York, where he served on the staffs of the *Associated Press*, *United Press*, the *Sun*, *Post* and *World*. Murphy, who is based in the Washington office of *Fortune*, has written a number of other articles of late, including "The Case for Resuming Nuclear Tests" and "A Stable Fiscal Recovery." He is also the author of biographies of Admiral Byrd and Sir Winston Churchill.

Citation:

Robert S. Elegant, chief of *Newsweek's* southeast Asia bureau, took a citation in this category for a series of articles on southeast Asia published in *The New Leader*. He has written a book, "The Center of the World: The Mind of China Under Communism," published by Frederick A. Praeger.



Best press interpretation of foreign affairs



AWARD went to Phil Newsom, foreign news analyst of *United Press International*, for his interpretations of foreign affairs during the year. A veteran reporter who has served in both the domestic and foreign fields, Newsom has held his present post since November 1960, after eight years as foreign editor at *UPI* headquarters in New York. He was night news manager at *UP* headquarters in New York from the time of the invasion of Poland in 1939 until after the attack on Pearl Harbor. The 51-year-old Newsom joined *United Press* in 1935 as a rewrite man in the Chicago bureau. He became night manager there before being transferred to New York, where he spent nine years as radio news manager before becoming foreign news editor in 1952. Before joining *UP*, he spent two years on the *Muscatine, Ia., Journal*, following his 1933 graduation from the University of Iowa school of journalism.

Southeast Asia Showdown: Communism Vs. Freedom

(The writer has recently returned from a 21-week trip by Pan American jet, through Manila, Singapore, Bangkok, Hong Kong and Japan, in four articles, of which this is the first, he writes his impressions of the crisis in southeast Asia. Occasional articles will follow this series).

By GEORGE CHAPLIN
Editor, *The Advertiser*

This may be the winter of decision in Southeast Asia—the showdown in South Viet Nam and Laos. This is not a local conflict. It is part of the vast, continuing combat between the forces of communism and freedom for strategic lands and the loyalties of the millions who occupy them.

The war "formally" is two years old. But it really has been going on, in the form of insurgency and violence, ever since 1954. That's the year Geneva partitioned Viet Nam into a Communist north and a free south, after the French fell to the Red Viet Minh at Dien Bien Phu.

★ ★ ★
EACH MONTH, in South Viet Nam's steamy green bush and soggy rice fields, 1,000 to 2,000 men are

...and there is reported evidence of regular North Viet Nam army units — one regiment and possibly elements of two more—operating on southern soil.

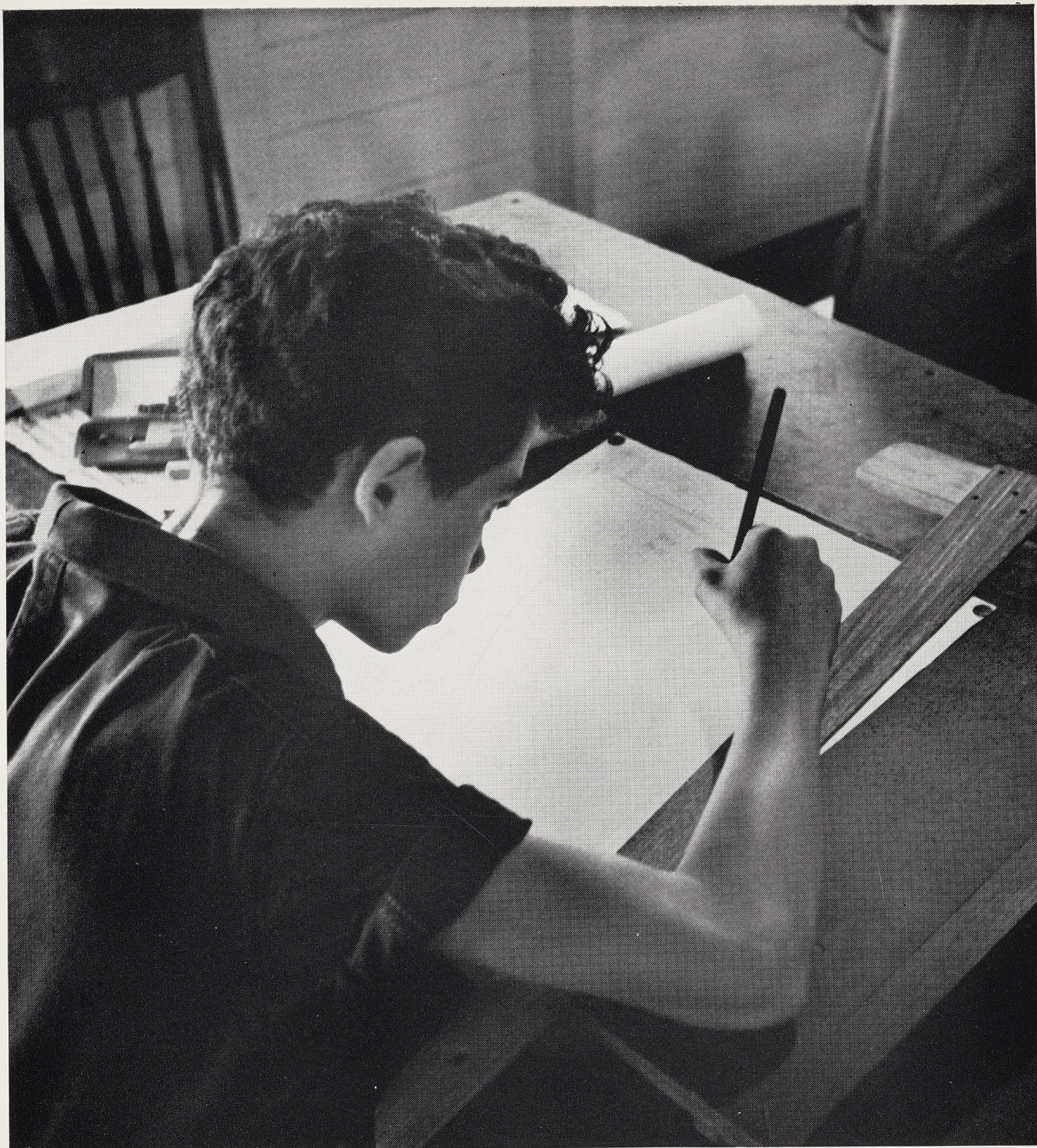
President Diem says the situation has moved from guerrilla action to "real war."

Gunshots are heard at night in the outskirts of Saigon, the southern capital. There have been recent ambushes.

See VIET on A-14, Col. 2

Citation:

George Chaplin, editor of the *Honolulu Advertiser*, was cited for a series of articles on the crisis in southeast Asia, which he wrote following an air trip through the area last year.

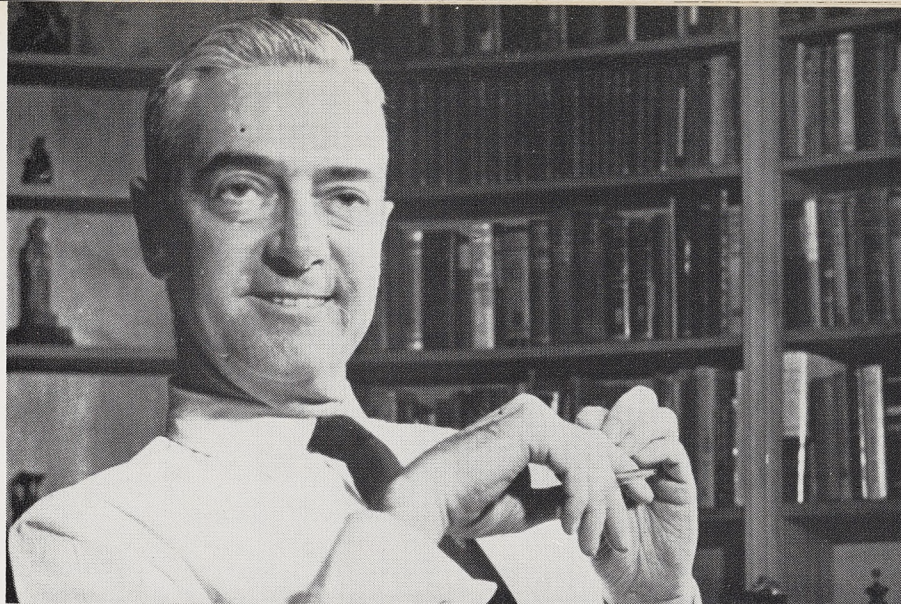


Texaco in Trinidad is a big investment in the development of oil—and individuals.

A visitor to this lovely, lively island will see thousands of Trinidadians at work where once such opportunity did not exist. He will see boys, 16 to 20, enrolled in Texaco training courses, continuing as on-the-job-with-pay apprentices. Students showing unusual aptitudes are awarded Texaco scholarships for university study. For all, it is a dream of success and security come true. Texaco in Trinidad is creating new futures for the people, sound growth for the economy of the island.

TEXACO: SYMBOL OF WORLD-WIDE PROGRESS THROUGH PETROLEUM





Best radio, TV interpretation of foreign affairs

RADIO AWARD went to Howard K. Smith for his work on CBS Radio during the past year, and the **TELEVISION AWARD** was given to writer-narrator David Schoenbrun and producer George Vicas for "The Trials of Charles de Gaulle" on CBS Reports, a scene from which is shown at left. Smith left CBS during the year to join ABC as a commentator. He was awarded four consecutive OPC awards for "best reporting from abroad" in the early 1950s when he was chief European correspondent for CBS. In 1957 he became CBS News Washington correspondent, a post he held until last October. Schoenbrun, who had been CBS Paris correspondent for a number of years, recently replaced Smith in the Washington post. Producer Vicas joined the public affairs department of CBS News in 1954.



Citation:

Phil C. Clarke, a veteran Mutual Broadcasting System news analyst, was cited for his work on radio during the past year. Writer-narrator Eric Sevareid and producer Stephen Fleischman won for TV for "Brazil: the Rude Awakening" on CBS Reports. Clarke has spent 21 years as an editor, writer, foreign correspondent and radio news analyst. Sevareid is well known for his work on CBS Radio and Television over the years. Fleischman joined CBS News in 1954.



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Best book on foreign affairs



The Six Months After Pearl Harbor

The dramatic story—much of it told here for the first time—of the most challenging period in our history: the coming of war to the Pacific — by author of *Battle: The Story of the Bulge*.

AWARD-winning book "But Not In Shame" is John Toland's story of the beginning of World War II in the Pacific. Beginning with the day before Pearl Harbor, Toland explores political intrigue, military actions and myths such as Captain Colin P. Kelly's sinking of a Japanese battleship up to the battle of the Coral Sea May 7-8. In collecting material for his book, Toland interviewed 800 people, including generals, admirals, non-commissioned officers and privates. He conducted public appeals for information while traveling 90,000 miles through eight countries. The book is based on a number of new documents and manuscripts including the diary and last letters of Lt. Gen. Masaharu Homma, released for the first time by his wife. During his work on the book, Toland married his chief interpreter, Toshiko Matsumura. The author of "Battle: The Story of the Bulge," Toland was born in La Crosse, Wis., the son of a concert singer and artist. After graduating Phi Beta Kappa from Williams College in 1936, he studied play writing for a year at the Yale Drama School. He is currently researching a book on the era of John Dillinger.

Citation:

Maurice Hindus received the citation in this classification for his "House Without a Roof." The Doubleday-published book is a review of the four decades of Russian communism told from the point of view of the Soviet people rather than plans and ideologies.

RUSSIA
TODAY—AFTER
FORTY-THREE
YEARS OF THE
MIGHTIEST
REVOLUTION
IN HISTORY
**HOUSE
WITHOUT
A ROOF**
MAURICE HINDUS

The Ed Stout Award

FRONDIZI FACES RISING OPPOSITION

By JUAN DE ONIS
Buenos Aires, Feb. 16—President Arturo Frondizi is today, at the midpoint of his year term, with the difficult political problem of coping with an Argentine voting in a mood of rebelliousness.

Two important elections in the month of the candidates of President's Radical Intransigent party have been defeated by opposition forces at the polls. Sunday, here in the election of a national senator, a Peronist candidate was away from Dr. Frondizi's by a candidate of the opposition People's Radical party.

Protest Vote Seen
These are the results of balloting by more than 2,000,000 registered voters, which is one-sixth of the Argentine electorate. Political observers see in the returns the symptoms of a protest vote. Most voters have gone to the polls determined to rebuke the Government by voting for the most likely opposition candidate either of the Left or the Right.

In this capital, with its heavy industrial and construction workers, a victory went to a veteran socialist leader, Alfredo Palacios. The reasons for this decline are many. It can be traced to

Argentines Are Bitter Over His Severe Economic Measures

the political origins of the administration and to Dr. Frondizi's economic policies, which are aimed at restoring the nation's depleted finances by halting inflation and promoting foreign investment in the country's basic resources.

This program has been successful in its immediate objectives of bringing the nation's inflation under control, thereby ending runaway inflation, and in increasing oil production to the point where Argentina is approaching self sufficiency in the fuel. These are impressive results to present to financiers looking at the prospects of the Argentine economy.

But for the Argentine public the tangible benefits of the policy have not yet been sufficient to make an impression either on the wage earner or on the housewife.

Today prices are stable. But in the two years it has taken to achieve this stability the cost of living has risen more than 150 per cent. This has not been compensated for by an equivalent increase in real wages and there has been a reduction of consumption in many lines. The large number of pensioners under Argentina's welfare system, teachers and other public employees who are unable to exert effective pressure for wage increases, and persons on fixed incomes, such as small landowners, have been hard hit.

Peronists, Dr. Frondizi's party today is second or third best in almost any important electoral district in Argentina. This lends an element of uncertainty to Argentine politics, casting a shadow over the remaining three years of the Frondizi administration. In Dr. Frondizi's race against time, next year's elections, in which the Government could lose control of the Chamber of Deputies, represents a decisive hurdle in Argentina's economic and political recovery.

In adopting his economic program Dr. Frondizi and his political advisers realized that they were taking a gamble. But this program has a political timetable. It was planned that as the critical election next year for half of the Chamber of Deputies and the key governorship of Buenos Aires province came up, the benefits of the economic program would have filtered down to the general public. This expectation continues to be the keystone of the Government's political plan.

President's Timetable

But the recent elections have made clear another troublesome problem. Dr. Frondizi was elected in 1958 with the massive support of the outlawed Peronist party on direct orders from the exiled dictator, Juan D. Peron. The ultimate legalization of some form of Peronist party was understood to be part of the deal. The opposition of the armed forces to such a move and the increasingly subversive attitude of the Peronist-led unions in 1959 dissolved any basis of understanding between the Government and the Peron-



AWARD winner Juan de Onis has been a New York Times correspondent in Latin America since 1958. Based in Rio de Janeiro, de Onis has been on top of the shaky Latin American political situation. A native New Yorker, he got his start in journalism as a sports writer covering the Latin-American teams at the 1952 Olympics at Helsinki. After covering sports for United Press, de Onis was switched to U.P.'s Latin-American desk in New York and later to Rio de Janeiro as news editor of the bureau there. He joined The Times in 1957 and was made Buenos Aires correspondent. He moved to Rio in 1961. An avid student of Latin American life and literature, de Onis has translated from the Spanish "The America of Jose Marti," a volume of selected essays dealing with the America of 1880.

South American Need--Confidence

Political, Financial Stability Must Be Homegrown Qualities

What do South Americans think of the United States and President Kennedy, of Fidel Castro, of communism? To answer these and many other questions vital to all Americans, The Times sent Robert T. Hartmann, chief of its Washington Bureau, on another tour (his third) of South America. Here is his report in the second of a series of articles.

BY ROBERT T. HARTMANN
Times Washington Bureau Chief

South America desperately needs capital, competence, communications and confidence — and the greatest of these is confidence.

In varying degrees all nine of our South American neighbors have all these things — but not enough of

Citation:

Robert T. Hartman, Washington bureau chief of the Los Angeles Times, won the citation in this category for articles on Peru, Colombia, Argentina, Brazil and Panama as well as interpretive stories on life and politics in Latin America. Hartman has said what Latin America needs most is confidence.

OPPOSANTS IN ARGENTINA





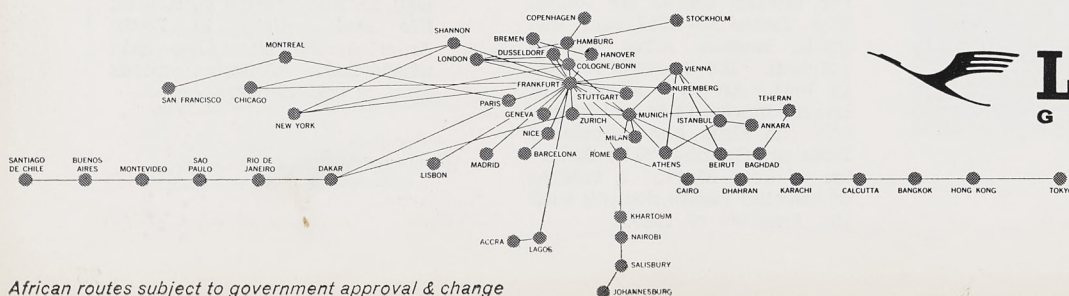
Miss Rieling, photographed at an art exhibit in Wiesbaden, speaks three languages fluently.

Miss Juliane Rieling makes an art out of service...worldwide

You could encounter Miss Rieling in Rome's Capitoline Museum, in New York City's Metropolitan, in Johannesburg watching Zulu mine workers dance, or admiring ivory carvings in Tokyo. However, chances are you'll meet her aboard a Lufthansa Jet anywhere between the U.S.A., Europe, Africa or the Orient. Juliane Rieling enjoys the art

attractions of the world between flights as a Lufthansa stewardess. In addition to her knowledge of art, Miss Rieling has learned the art of service to a highly refined degree. She was selected, as were all her colleagues, for training because of her inherent desire to work with and please people. Of the many applicants we interview for stewardess train-

ing, an average of only two out of ten even qualify. Our service is enriched by such ardent young people as Miss Rieling. And because of the swift, gentle jets by Boeing. Think too, of the vintage wines, the superb repasts and all the accoutrements you receive as a Lufthansa passenger. Next time, fly with us and see. But see your Travel Agent first.

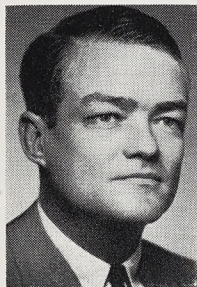


African routes subject to government approval & change



LUFTHANSA
GERMAN AIRLINES

The E. W. Fairchild Award



AWARD for the second straight year was given to Edwin L. Dale Jr., who has been European economic correspondent for the New York Times for the past two years. Born in Philadelphia in 1923, he began his newspaper career in 1947 with the Worcester (Mass.) Evening Gazette. A year later he was named an editorial writer. Eleven years ago Dale joined The New York Herald-Tribune as an economics reporter in its Washington bureau. In 1955 he joined The Times in Washington, continuing to specialize in economic developments, although he also spent brief periods on the White House and State Dept. beats. He is the author of "Conservatives in Power," a book dealing with the economic performance of the Eisenhower Administration.

EUROPE WEIGHS KENNEDY PLANS

Desire to Solve Gold Problem Is Tempered by Fear of Results

By EDWIN L. DALE JR., Special to The New York Times

PARIS, Feb. 11 — Western Europe has a slightly split personality on the problem of the dollar and the deficit in the United States balance of payments.

Most of the European mind wants a solution and wants the bones of American gold to be stopped, but a bit of it fears the consequences of a solution and the measure proposed this week by President Kennedy to achieve the goal.

Almost all sophisticated Europeans accept the basic premise of Mr. Kennedy's (and his predecessor's) approach: that the dollar has become the keystone of the world's financial mechanism. This is because the nations of the world hold their monetary reserves only partly in gold and the rest in dollars or, in some countries, pounds sterling.

Thus the fate of the dollar is everybody's fate. American gold is the backing behind the American "bank" in which Europeans and other nations have put their money. American gold losses, stemming from American payments deficits, weaken the bank.

This is the crucial "interdependence" of Europe and the United States in the economic sense. The rising flow of trade, the increasing volume of American investment here, the question of a joint effort to help the underdeveloped world—all of these things are bringing the American and European economies closer together, but they pale in importance before the fact that a collapse of the American bank would leave many countries short of cash to pay their bills.

Basic Fact of Life

Not only is this basic fact of life recognized. In addition, Europe as a whole—including politicians, financiers, businessmen and editorial writers—is thoroughly fixated and reared at the underlying problem of their effects on the security of the free world.

In Britain, with one of Europe's few remaining balance-of-payments problems, experts are adding up the possible loss of annual dollar income from tourists, military expenditures and the like.

All over Europe concerns in the export business—most of which still retain a healthy respect for American business ability—are wondering what a big export drive, aided by the United States Government, might do to their markets in Latin America, Asia and Africa.

This fear is at least a year old, and Mr. Kennedy's message did not lessen it.

which is not so much worried about the price Europe might have to pay as it is worried that the Kennedy program might not succeed. These men have no objection to the balance-of-payments remedies, but they fear that the programs to deal with the recession in the United States might bring back inflation.

Inflation Fear

All observers, including Mr. Kennedy, are agreed that renewed inflation would drastically worsen the chances of solving the balance-of-payments problem by pricing United States goods out of world markets and sucking in imports.

Many European business as a whole is willing to take chances with an expanded world economy. According to this view, there is business enough for everyone if trade free, and more American ports do not have to mean loss of business for other people. In this view, too, mortal but good could come from a turn to prosperity in the United States.

Many European officials were heartened by the recognition in the Kennedy message that something would have to take the place of the United States deficits if the world over-growing need for new reserves was to continue to meet after the deficits ceased. In the longer run, this may be the most important aspect of the Kennedy message. If President Kennedy, in cash terms, to the possibility of new and expanded role for the International Monetary Fund.

Key Role of Dollar

Given the present role of the dollar as the world's key reserve currency, the deficits he supplied most of the necessary addition to total world reserves in recent years by supplying dollars to other nations. World reserves must grow with the growth of trade, just as cash needs of a business grow as its total turnover increases. Until recently, the United States deficits were just what the world needed.

Now it is recognized that deficits cannot continue indefinitely without weakening the "bank." In the Kennedy message, for the first time, the United States said that its deficits must be eliminated and a substitute for them must have to be found.

What does all this mean for the world? The answer is: "Gamble on our future."

Illustration: "GAMBLING ON OUR FUTURE" (Captioned: "GAMBLING ON OUR FUTURE")

The George Polk Memorial Award



AWARD went to the diminutive Dickey Chapelle, who can hold her own with men twice her size when it comes to covering a war. It was given to her "for her coverage of the fighting in Vietnam, during which she made several parachute jumps into enemy territory." Among the copy she produced as a result was the book, "What's a Woman Doing Here?", published by William Morrow & Co. Miss Chapelle, who is pictured parachuting on the book jacket (in circle), also covered World War II, parachuted into Korea, landed with the Marines in Lebanon, took some of the first photos of Fidel Castro's troops in action, and covered parts of the Algerian fighting.

Special Awards:

"A special distinguished service award for new and original concepts in the field of communication of ideas" was presented to Robert Fuoss, left, who recently resigned as editor of the Saturday Evening Post, and to John Denson, editor of the New York Herald-Tribune.



Must government gag newsmen?... (Continued from page 17)

national security is befogged by smokescreens of leaks and cover-up, but valid secrets do exist.

Most newsmen would probably agree that the following represent legitimate areas where they must limit full reporting: detailed capabilities of new weapons, specific war plans, crucial "fallback positions" to which our government is willing to retreat in diplomatic negotiations, and facts which will reveal to our enemies how we gain our intelligence about them.

All of these areas must be defined most restrictedly. President Kennedy has stated the principle well: "the fullest possible information outside the narrowest limits of national security."

Turner Catledge, managing editor of The New York Times, recently decried the trend to "ultra-secrecy" and said, "Our responsibility is to tell as much of the truth as possible within, of course, the limits of the actual physical security of this country. This does not mean political security; it means the physical security of ourselves and our families."

Catledge added sharply, "Secrecy and security are by no means necessarily synonymous, no matter how closely allied they may seem to some of those in military or government authority. If secrecy operates to deprive the public of facts which it needs for balanced judgments, if secrecy leads the citizens of our country to feel smug and complacent when they should be aroused and alarmed, then secrecy really damages our security."

There is no justification for excluding the American people from the process of decision-making. If the services are deciding whether to build nuclear-powered carriers or whether to put the Nike-Zeus into production, if the Administration is debating where we will stand on West Berlin or how much support we will give Yugoslavia or South Vietnam, the people must not be presented with an accomplished fact. They must share in these debates and decisions.

Otherwise, they will be acting on imposed government decisions exactly as in any dictatorship. The Times said a few months ago, in an editorial on atmospheric testing of nuclear weapons, "Fateful decisions affecting the welfare of all the peoples of the world, as well as our moral stature in the eyes of the civilized world, should not be arrived at in absolute secrecy by a few men on the presumption that 'papa knows best'."

Byron Price, former executive news editor of the Associated Press who

headed the Office of Censorship in World War II, recognized, "It has been the lesson of history that censorship feeds on itself and that once any man is given the authority of suppression, the tendency is to expand that authority more and more until we arrive at a system of intellectual slavery."

Increasing numbers of Americans apparently are willing to forego their responsibilities today. If we decide that the people need not know, then we must accept the fact that the people's decisions will be made by "the insiders." Then, to preserve our democratic way of life, we will have surrendered it.

As Turner Catledge said, secrecy threatens to divide the United States, like the Soviet Union, "into an informed elite on the one hand and an ignorant mass on the other." Today we depend more and more on experts, technicians and scientists, but we cannot afford to let anyone dictate our political and ethical decisions.

President Eisenhower made this point in his telecast before leaving the White House last year. He said: "The potential for the disastrous rise of misplaced power exists and will persist. We must never let the weight of this combination ['the military-industrial complex'] endanger our liberties or democratic processes. We should take nothing for granted. Only an alert and knowledgeable citizenry can compel the proper meshing of the huge industrial and military machinery of defense with our peaceful methods and goals, so that security and liberty may prosper together."

In our society the people cannot rule themselves by sitting together in a town meeting. They can do so only through their elected representatives and through the mass media of communication which keep them informed of failure and folly. This involves risks that no closed society need face. How can reporters and editors report the news as fully as a democratic people need without endangering their security?

Some believe that no outsider can understand all the ramifications of secrecy. Gen. Lyman L. Lemnitzer, chairman of the Joint Chiefs of Staff, told the special Senate preparedness subcommittee this January: "Today, national security interests cut across the entire spectrum of government operations, and to understand any one aspect of national security without having an understanding of the interwoven relationship of all elements is simply impossible."

Some believe that responsible government officials are the best judges of what should be kept from the public. The Wright Commission on Government Security proposed in 1957 that an editor or publisher who publishes "secret" information should be jailed for five years. A retired naval officer wrote in the U. S. Naval Institute Proceedings last December, "The answer is not to lower our guard further but to overhaul our existing procedures, put teeth in them and prosecute not only government employees but *other offenders as well* [author's italics]."

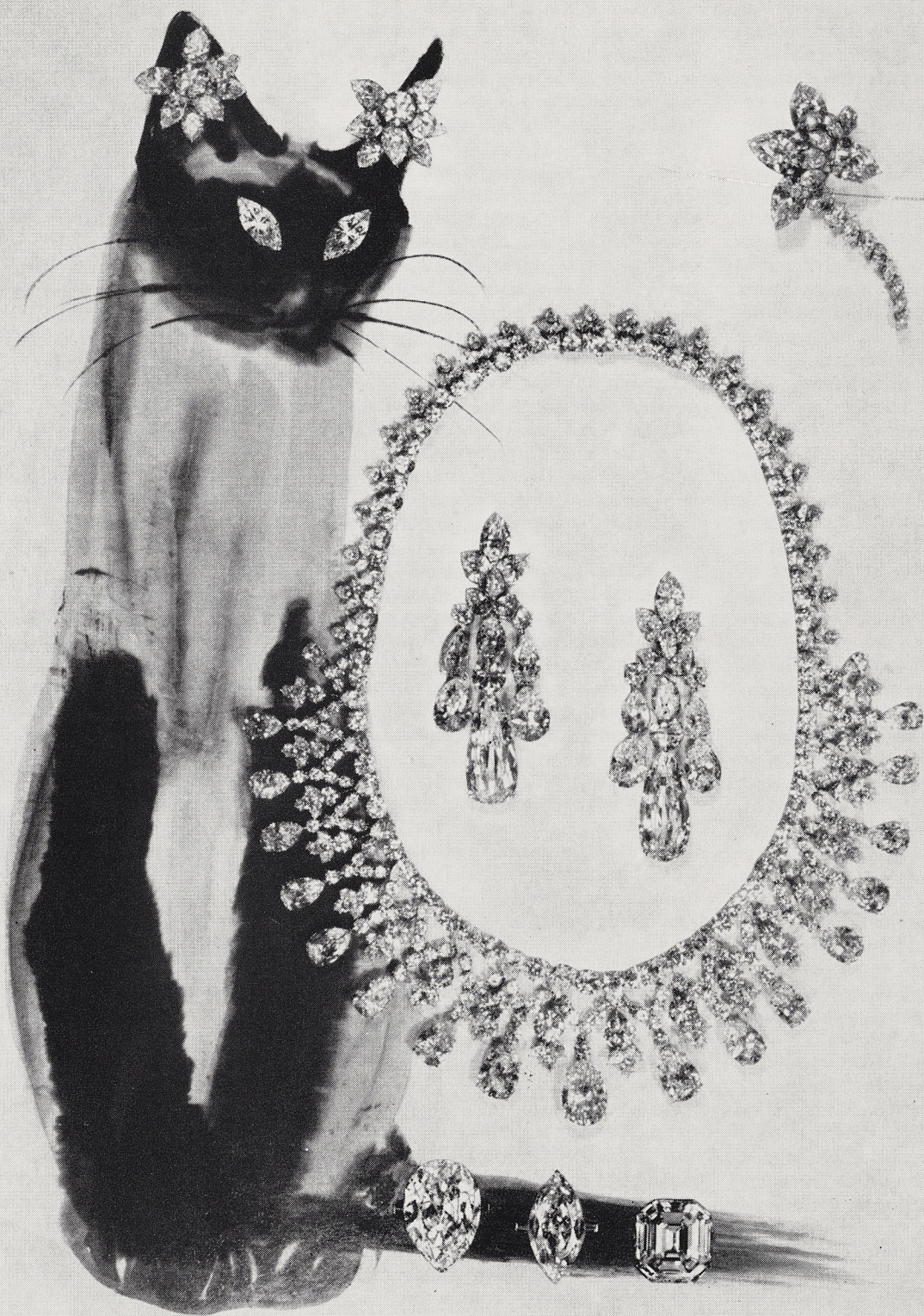
Some observers believe the press should name a security czar. During the Eisenhower administration, officials urged the creation of a panel of top news executives who would have high security clearance. After the Cuban invasion, President Kennedy advocated that the press adopt self-censorship, and reportedly suggested that an editor be designated to be let in on our national secrets and serve as adviser and judge to his peers.

Those who applauded these ideas failed to see that the freedom of the press would no longer exist if judgments about what is to be told the people come from one fountainhead, whether Washington or New York.

There is no simple solution. The "war" we are now in and which will last our lifetimes is being fought to keep our freedoms. We cannot preserve them by surrendering them.

To answer the question of whether the press talks too much, we can go all the way back to ancient Athens where Pericles said in his funeral oration commemorating the death of those killed in the first year of the war with Sparta: "If we turn to our military policy, there also we differ from our antagonists. We throw open our city to the world and never by alien acts exclude foreigners from any opportunity of learning or observing, although the eyes of an enemy may occasionally profit by our liberality; trusting less in system and policy than in the native spirit of our citizens... and yet [we] are just as ready to encounter every legitimate danger."

This problem has always been with men who cherish and fight for liberty. Today the mass media of communication stand at the center of the conflict between liberty and security. In our world, where each side is able to destroy the other totally, few secrets are meaningful. As Pericles suggested, we cannot survive with sorcery and secrecy but only with courage based on our people's knowledge of the truth.



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Can media protect human rights?... (Continued from page 20)

on the Bart case (I found it on the front page of a major metropolitan daily under a three-column headline, with picture. "*Refused to Answer: Silent Communist Official Ordered Jailed by U.S. Court*") must have reacted as had untold readers before them. They said to themselves substantially this:

"Here is another guilty fellow hiding behind the Fifth Amendment. Why do they let him and all the others get by with it? They ought to change the law. That Fifth Amendment is the cause of all the trouble. We ought to get rid of it once and for all and make these tongue-tied witnesses speak up. The Fifth Amendment has stood in the way of law and order long enough!"

Since that is undoubtedly a widespread reaction, let us do something most news media have seldom done and some have not done at all. Let us together take a look at the text of the Fifth Amendment. Let us see just what it does provide.

A careful check shows that the Fifth Amendment contains barely more than 100 words—108 to be exact. That would seem to be short enough that almost any editor or broadcaster could find the space or the time to quote it in full at least once a year.

Here is how the Fifth Amendment begins:

No person shall be held to answer for or a capital or otherwise infamous crime, unless on a presentment or indictment of a grand jury, except in cases arising in the land or naval forces, or in the militia when in actual service, in time of war or public danger; . . .

The meaning of those words is clear. They declare that except for certain specified exceptional situations, before a person can be tried for a capital crime, he must be first indicted by a grand jury. Is there any citizen of the United States who would be so foolish as to have those words taken out of the Federal Constitution?

Surely not, for the very plain reason that this first part of the Fifth Amendment fixes in black and white for all to read one of the most basic of all protections of individual freedom. No one can be arrested and forced into court on a serious charge unless a grand jury of fellow citizens has first weighed the evidence sufficiently to be able to say fairly that the accused deserves to stand trial.

The importance of this provision

could be elaborated, but let us read some more of the Fifth Amendment. It continues:

. . . nor shall any person be subject for the same offense to be twice put in jeopardy of life or limb; . . .

These 20 words are the American citizen's protection against double jeopardy. It is to them that a person would turn for protection if some prosecutor attempted to cause a second trial on an offense that had been previously disposed of in court and for which punishment, if any, had been paid. Is there any American who would like to have this safeguard taken out of the Constitution? The question answers itself. We continue with the text of the Fifth Amendment:

. . . nor shall [any person] be compelled, in any criminal case, to be a witness against himself, . . .

Now we have come to the brief clause saying in effect that, if the government has a case to make against an accused person, the government must make it without extorting words of confession under mental pressure or physical pain. These 15 words, in short, put it up to the government to make its own case. And, in the long run and taken by and large, what is wrong with that?

The wise men who wrote our Bill of Rights knew what had happened times without number in Old World England. The formulators of our liberties knew that accused persons had many times been beaten into saying they had committed crimes of which they were innocent. And so the members of the First Congress said they would have none of that in the United States. They prohibited forced self-incrimination by providing that no one shall be compelled to testify against himself.

The wisdom of this protection is not in the least lessened by the fact that there are those who have taken advantage of it. Is there any fair and sound provision of government that some self-server has not at sometime or other misused? Few if any. So it is with the Fifth Amendment's protection against compulsory self-incrimination.

The case for this safeguard also could be supported here with a wealth of historical fact. Instead, let me refer readers to one of the most valuable books of the whole post-war era, Harvard law dean Erwin N. Griswold's "*The Fifth Amendment Today*" (Harvard University Press).

Leaving this provision, and the sound, detailed reasons for it, in the expert hands of Dean Griswold, we

continue with the text of the Fifth Amendment:

. . . nor [shall any person] be deprived of life, liberty or property without due process of law, . . .

Are there 13 more important words in the entire Constitution than those just quoted? Probably not, because they are the ones that guarantee each person due process of law. Before his property, his liberty or his life can be taken from him, a person must first be accorded those fair protections that are embodied in the concept of legal due process. Take those words out of the Constitution and legally our rights would be little more secure than are the rights of people behind the Iron Curtain.

. . . nor shall private property be taken for public use without just compensation.

The final 12 words could hardly be clearer than they are. If the highway department wants to take your house and lot for a new expressway route, it must not only accord you due process of law, but it must also pay you a fair price.

In all our 180 million people, there is not one single, solitary man, woman or child who would be for throwing this protection of the individual citizen's property into the discard. Indeed any person who might be little moved by other provisions of the Fifth Amendment would be quick to rally behind this last one!

There it is, the Fifth Amendment. Brief though it may be, it manifestly is one of the most vital parts of the Constitution. Yet a decade ago, most of us sat by and allowed one man, Sen. Joseph McCarthy, to turn the words "Fifth Amendment" into a smear term. Others actually applauded him and urged him on. Many citizens came to think that the Fifth Amendment was something we all should be ashamed of, that it never should have been put into the Constitution, and that we all ought to be at work getting it removed.

And why could one man do it? Because, with but few exceptions, newspapers and magazines, radio and television did not bother to tell the American people what the Fifth Amendment does for them. Suffice it to say that the rest of the Bill of Rights—the first 10 amendments to the Constitution—has been little if any better set before the people. A reasonable conclusion, much understated, would be that the mass media have a long way to go in meeting their responsibility for popular knowledge and understanding of the civil liberties of the individual citizen as guaranteed in our precious Bill of Rights.

Yes, a long, long way!

Information retrieval... (Continued from page 55)

and punched directly into cards.

The research laboratory of the Linde Co. has indexed all of its internal progress and technical reports, and the file is growing at a rate of 6,000 items per year. At Socony Motor Oil Co., an electronic statistical machine has been installed to search technical journals in the field of petroleum chemistry and technology.

The technical information group of the company's research and development laboratories maintains a file of 82,000 journal articles and 34,000 patents, and the rate of expansion per year is 14,000 articles, 5,000 patents and 1,000 other file items.

Although some industrial and business firms, in addition to governmental agencies, have solved, to a limited extent, their individual information retrieval problems, much concern is being expressed about the need for an over-all, centralized retrieval program to coordinate all available data and facilitate its ready access—in sum, a huge government-controlled information bank.

Sen. Hubert Humphrey, chairman of the subcommittee on reorganization and international organizations, estimates that at least \$200-million a year are being wasted on duplication

in the electronics field alone. Other sources estimate that government and industry squander upward of \$2-billion annually on research duplication.

Sen. Humphrey is a strong proponent of a centralized information center under federal control, but his suggestions have been met with widespread opposition from various sources, which maintain that many specialized areas of knowledge are much too complex to be lumped into one gigantic information bin.

The argument at this point, however, is largely academic because no one has yet invented a machine or devised a system that will digest and store the tremendous flood of new information from all areas of knowledge.

The perfection of such a system would immeasurably broaden man's now limited ability to channel and absorb information vital to intellectual and scientific progress. The science of communication would be streamlined to such a fine degree that the scientist, artist, businessman, journalist, professor and student could find and use, to best advantage, the vast store of knowledge that currently is lost to them through lack of an efficient and universal system of information retrieval.

(Continued from page 32)

But if he provides a context, "I hear the workers are going out on *strike* against the company," the number of alternative interpretations is markedly reduced.

Ironically, intricate, incomprehensible situations are often the consequence of the failure to use simple devices. This is the "attached string" I referred to. An intellectual awareness of these patterns of miscommunication is simply not sufficient. One must engrain these common-sense (and commonly neglected) techniques as conditioned responses which are on the alert, so to speak, even when the individual is not.

Why then would one *not* develop and practice such habits? We have now come full circle. If he is *unaware* of his erroneous assumptions about communication, etc., then he is hardly likely to be prompted to do anything about them.

I am convinced that most of us, despite our staunch verbalizations about faulty communications as the root of all evil, are privately certain that *we* do a quite acceptable job. So long as this unwarranted complacency is unshaken, there is very little likelihood that one will improve his communication skills.



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tremely difficult. The reason: to make it hard for government tax people to find the equipment and assess it.

Another reason foreign businessmen are hesitant to release information is the low esteem in which they sometimes hold business publications and even the press in general in their own countries. This is especially true where these publications have long subsisted by trading editorial space for advertising space.

Then too, there is no news-producing machinery in Europe such as exists in the U.S. Here we have more than 100,000 public relations men who help reporters get information from their bosses or clients, or provide easier access to the men who have the information. In Europe, public relations is as we know it beginning to develop; in Africa, Asia and Latin America it is still virtually unknown.

This problem of persuading foreign companies to divulge information will gradually diminish, especially as they expand their export trade.

The third reason why the flow of foreign business news isn't what it should be is the nature of correspondents working overseas. Generally,

these men are experienced, capable reporters who know how to cover a story, get all the facts and report their significance.

But by and large they are general reporters; they rarely know much about business. For a reporter to do a thorough, sophisticated analysis of the state of the Italian drug industry, he *should* have a solid background in that industry. To do a penetrating story on developments in the German steel industry, he should be something of a steel authority. With the limited number of reporters available, and the wide breadth of industries to be covered, this simply isn't possible.

There are only two solutions to this problem of specialization: 1) assign specialists overseas and let them work only in their own specialized field (which is very expensive), or 2) send an editor or a team from the home office to cover really important stories (which is almost as expensive).

The fourth reason why overseas business isn't as fully covered as it might be is the language problem. In most foreign news bureaus (in-

cluding McGraw-Hill's), the bureau chief is an American, and his staff are often nationals. Since the local correspondents are also nationals, language barriers are not as great as they might be—up to a point.

If, however, we send a man from our Tokyo bureau into Southeast Asia, he may run into a variety of languages: Thai, Lao, Chinese, Indonesian, Tagalog, etc. As any overseas reporter knows, digging up information under these circumstances can be extremely difficult.

Language is much less of a problem in Europe, because so many European businessmen visit the U.S. and are learning fluent English.

The fifth and final reason for the limited flow of foreign business news is the Iron Curtain. The amount of information we can get out of Red China is, of course, limited to what comes through Hong Kong; we can get somewhat more information out of Poland, East Germany, Czechoslovakia and other satellite countries. But a great deal of the real news of interest to American businessmen is being made in Moscow, where developments can affect world oil prices,

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the tin and sulphur markets, etc.

Getting business and technological news out of the Russians is hampered not by censorship but rather by lack of access to the people with the information. And the amount of business news available in Moscow is pitifully small by comparison with, say, London, Paris or Bonn. One of the reasons for this, again having little to do with censorship, is that there are a total of 17 American news correspondents currently working in Moscow, most of them concerned primarily with political developments. As a result, what we learn about significant technological changes taking place in our most competitive enemy camp is hardly adequate.

While these five problems are barriers in our efforts to cover business news around the world, they are not insurmountable—and they are growing smaller every day. We can only determine for ourselves how important this news is now, how much more valuable it will be as the world becomes one big economic market, and then decide how much time, money and manpower we will devote to getting it.

Only by fulfilling our obligations will we keep the flow of business news at pace equal to (and prefer-

ably ahead of) the increased rate of international trade. And if we, as journalists, can do little to ease America's deficit position in the interna-

tional balance of payments, we can do much to improve America's position in the international balance of business news and information.



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Bettering our press image abroad... (Continued from page 27)

ernor Faubus differed so radically from those of the Eisenhower administration, the Arkansas governor was being allowed such freedom of policy-making and his activities were being accorded so much publicity.

This suggests that another difficulty arises from the foreign reporter's almost hopeless lack of understanding of the compact of the American states. In most democratic countries of the world today, as well as in authoritarian states, a federal system prevails. Thus the delicate balance between 50 sovereign states and the federal government in the U.S. pattern is a mystery to the average foreign observer.

Additionally, certain materialistic values of American life have been so overemphasized by Hollywood movies, television and, unfortunately, some American tourists traveling abroad, that these values have become rooted as norms in the minds of people around the world. These things also happen to make interesting reading or viewing.

Lastly, I think an important factor in the coverage of America abroad is the scope or adequacy of internal

foreign news services. Except for Britain, France, Scandinavia, Western Germany and perhaps Italy, the internal press services of most countries of the world aren't adequate to the job at hand.

Associated Press, UPI, Reuters and Agence France-Press carry the bulk of the news about the United States to papers abroad. This means that such news is restricted in large part to the papers of world capitals. In Spain, as previously indicated, the papers of Madrid and Barcelona carry rather extensive U.S. news, whereas the provincial press provides scant U.S. information for its readers.

All of this rather hasty survey poses the basic question: Are peoples in other lands really well informed about us here in the U.S.A.? The answer is that they aren't as well—or as properly—informed about us as we would like them to be. But for that matter neither are American readers as fully informed about other peoples and cultures as they should be.

What we need is more reporting back and forth between peoples rather than between governments. Too much of our news emanates from foreign

offices and official government bodies. We are not getting through to one another the story of people—of their cultural patterns, their activities and interests in work and play, in religion, education, the professions and business and industrial pursuits.

Overseas millions of newspaper readers see the United States as a vast industrial complex spewing forth mountains of war supplies and consumer goods and meantime making all sorts of deals to keep this advantage despite the emerging industrial potential of other areas.

America as a civilization still appears in dim outline in the minds and hearts of hundreds of millions throughout the world. America as an ideal still attracts these millions. Even the most biased anti-American foreigner I have talked with admits that our record of foreign aid, beginning with the Marshall Plan, stamps us as the world's most generous people.

But this image has yet to filter through the iron curtains of propaganda, ignorance and poverty blacking out vast underdeveloped areas where the American record has not been so pure and munificent and the

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American story has not been well told.

To correct in these critical areas the distorted image of the U.S., we shall have to rely upon more than the U.S. Information Agency and programs similar to the Voice of America. We shall have to help bring about better, more factual and fair reporting of the United States in foreign papers everywhere—in the considerable English-language press of the new African states and India, for example, in the press of the Middle East and Latin America and Asia.

This is why we need a greatly expanded foreign journalists program—a program that would permit bringing several hundred foreign newsmen each year to the U.S. where, guided by such organizations as the Overseas Press Club and the American Society of Newspaper Editors with the cooperation of our university schools and departments of journalism, we might add to their background and understanding of the American way of life. This would not be indoctrination but simply exposure—exposure to the good and bad in our system.

We can well afford to do this. In fact the question is why we have managed for so long not to afford this effort in our own behalf.

Words and concepts: Do media sow fallacies?...

(Continued from page 31)

seriousness of the cold war in 1962, but only to question the eternal diabolism of our present enemy, and the eternal fidelity of our present allies.

"Communism" as a timeless entity is in even worse repair than "capitalism" and "the free world." Khrushchev now officially declares that "communism" permits peaceful co-existence with "capitalism," an idea that would have shocked Marx and Lenin as much as it now shocks Mao. Indeed the sacred doctrine and the sacred writings are split three ways between high priests Mao, Khrushchev and Tito—left, center, and right. The mighty monolithic beast, built up by our mass media and moving to devour the world (see almost any cartoon) is cut in three.

Not only are Russia, China and Yugoslavia at serious ideological odds, but communist parties in every country, legal or underground, are fiercely divided. The poor, attenuated American party, with only 7,000 members left of 100,000 in the black depression years of the 1930's, is split between adherents of Mao and Khrushchev. It is this miserable remnant, incidentally, before which the radical right in America shivers and shakes.

The analyst cannot fail to note, however, that on another level, partisans of both "east" and "west" fall into the same two divisions. These are, I believe, important divisions, in a real two-valued situation—namely, those who know the implications of $E = MC^2$, and those who do not.

The above are some of the elements that come to light under semantic analysis—or indeed any careful, objective analysis. In the space-time world, Russia is not an apocalyptic beast but a huge dynamic nation-state, of a type well known since Babylon. China is another, in a still more dynamic phase. Khrushchev is closer to Peter the Great than to Karl Marx; China is closer to Genghis Khan.

We cannot dissolve the cold war by showing that the familiar bipolar approach is wide of the mark. But it may not be too much to hope that removing absolutes, verbal entities and mythological monsters can help political leaders see the real terrain a little more clearly. Perhaps with a somewhat revised map, our leaders would act more directly to end—not "win"—the cold war, before a minor crisis gets out of hand, and we are all blown to kingdom come.

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Bad writing, bad reading hamper communications

(Continued from page 57)

changing with respect to journals.

Supporters of the journal, however, see the best hope in certain modifications and extension of the journal.

First, they want to start back in the colleges or even earlier.

It has taken the scientific world a long while to realize that two of the basic handicaps to efficient communication are bad writing and bad reading habits.

It is one of the sadder facts of our present picture that a great many scientists just can't write. Because so many of them don't know how to write decent prose, by a process of rationalization many scientists have come to believe that a well-organized, clearly written paper isn't scholarly. This attitude must change if the scientific journal is to function as it should. It won't change so long as the author feels that the journal has a greater obligation to him than it does to the reader.

So long as the feeling persists that every scientist who is not an out-and-out charlatan or inaccurate worker deserves publication, the journal will continue to publish too much overblown prose and inconsequential trivia.

So long as industry and the colleges judge men by their output, scientists will over-write and publish too much. Every good editor knows that he is forced to publish some material that doesn't deserve to get into print. Even at that the conscientious editors will reject 30 to 40 per cent of the material offered either because it is worthless or not germane to the field of the journal.

There is a growing feeling that better writing, more incisive editing and much tougher acceptance policies must come if the journal is to survive as a useful medium of communication.

One solution of the problem of the scientist who feels that he has an inherent right to get his papers disseminated is the repository. Various stabs have been taken at this solution, none of them as yet particularly successful.

One journal in the chemical field has inaugurated an experiment which has some of the features of a repository. Also, it makes papers available much sooner than they would be if they go through the accepted publication routines.

Each month this journal publishes abstracts of papers being considered

for publication. Some of these papers may not be published, because when they're reviewed by two authoritative referees in the field, a requisite for publication in this journal, they may be turned down. The majority of the papers, however, will be published when they have been refereed and edited, perhaps six months or even a year later.

Copies of the papers are offered at a break-even price and on more or less *caveat emptor* basis to scientists vitally interested at the moment in a particular subject and who do not want to wait until the paper has gone through a publication process.

Another type of semi-journal which has gained some success in Japan is the scientific newsletter which gives brief accounts of work in progress. People interested in particular subjects get in touch with those who are working on particular problems as outlined in the newsletter.

The pre-print is also a favorite device of speeding up communication. Here again, papers to be delivered at a meeting are distributed in advance of the meeting but without refereeing.

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distributors of reprints. The free reprint of a paper has become a kind of expected lagniappe for the author writing for a scientific journal. Partly through a sense of service to science and, let it be admitted, partly through vanity, the author distributes the reprints to like-minded fellow scientists.

With every new development of communication methods, people find new hope that at last they are on the road to final solution.

The card index, the microfilm, the computer tape, the key-word system (in a sense an abstract of an abstract); all of these, which are essentially mechanical devices, have their supporters.

There is, however, a growing belief among experts in the field of communication that, while the solution may be partly mechanical, the final solution can only come with a change of attitude and attitudes are not easy to change.

They feel that there can be no single solution to the problems of reducing the size of this paper flood and confining it to manageable channels. None of the devices just described has by itself done more than offer a slight amelioration of an increasingly aggravating condition.

Can there be an approach to a solution until industry and the univer-

Crusaders for freedom of information are playing with fire. Imagine a world of complete information – with a daily notarized stream-of-consciousness report from Chester Bowles, General Walker, Dick Nixon and Fidel Castro.

By FLETCHER KNEBEL

sity cease to put so much emphasis on publication as a criterion of scientific ability and prestige?

Can there be adequate solutions so long as the scientist as writer continues to violate all the rules that as a reader he feels are desirable?

Will the scientist even realize that mere publication does not mean fame?

Will scientists continue to believe that by writing more and more papers about narrower and narrower subjects they are actually furthering their own careers and contributing to the progress of science?

Can the editors of scientific journals have the good old-fashioned guts required to raise their standards of acceptance to a point where the diffuse, the inconsequential, and the skimpy no longer has a chance of journal publication?

A growing number of scientists are beginning to agree with communica-

tions experts that until these questions are answered realistically, science will continue to sink deeper and deeper into the engulfing flood.

The National Science Foundation recently published Current Research and Development in Scientific Documentation, No. 9. This outlines more than 250 research projects in the field of scientific documentation. Not all of these by any means involve the basic problems of the communication crisis. Here again, there is the danger that the more projects, the less likely is it that the worthwhile findings will float to the surface.

But the fact that so many people recognize the problem facing scientific communication and are occupying themselves with trying to find solutions is perhaps the most encouraging – indeed, one of the few encouraging – signs that some solutions may not be as far away as they seem today.

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How can we say what we mean?.. (Continued from page 29)

making them powerful, direct and personal. But there is another task ahead of us. This globe does need a second language for us all. A better language than any existing one. A language not embodying the encrustations of the past. A language not carrying a huge load of built-in antiquated metaphysical assumptions: those quiet, but all-pervasive dogmas.

Einstein's Theory of Relativity has been described as a semantic revolution. Its premises have brought about a fundamental revision of all of our previous conceptions about the universe. It has also created a huge cultural lag for most of us in our everyday thinking and language. The biggest semantic problem is to see that this newly conceived structure of the universe is reflected in our language.

People such as Alfred Korzybski have suggested that unless we take its implications to heart for our thinking and language, we will be like savages living in the 20th century.

The scientists are already inventing new meta-languages by which we can analyze, criticize and revise and change our own languages—without throwing the old language out with the bath water. But perhaps our big-

gest neglect is in not having paid much attention to language as a determinant of thought, feeling and behavior.

As Aldous Huxley put it, our everyday language is "the language nobody ever forgets." It is the language with which "during our waking hours we talk ourselves and one another out of all contact with cosmic reality and the elementary conventions of human decency." Most people are probably not aware that the limits of their language are generally the limits of their world.

Most of our languages, from the point of view of view of Information Theory, are highly inadequate:

- almost every language has too many symbols
- almost every language has too many synonyms
- Almost every language has unpronounced and unpronounceable spellings.

Most experts agree that over 50 per cent of our language is redundant. By that I mean redundancy which could be omitted without altering meaning. Before the poets and the advertisers get frightened, let me make it clear that I am not suggesting that

redundancy cannot be used for purpose and effect.

Lumping all the world's languages together, scientist Dodd estimates that "*mankind could express all the meanings now expressed in his languages with perhaps one per cent of the present number of written and spoken symbols.*" Even if one finds this estimate too low, it's obvious that much of our written and spoken language is a huge waste of human energy—perhaps as much as 99 per cent wasted energy.

Our ideal language would have "few, full and fixed" meanings. It would be a language that could cover the maximum possible meanings, with a maximum possibility of exactness with the fewest possible symbols, a language that would allow us to say all we want to say with an even greater potentiality of meaning than any of our current languages.

The alphabets of our current languages do a pretty good job. Vocally, we can handle more words than are in our largest dictionaries, but they are terribly limiting in the huge new sensorium that modern science has opened up for us.

We also need, as Sam Johnson

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pointed out, a reasonably standard technique for forming new words. Much ambiguity creeps into our language because old words keep taking on new meanings. We need some systematic rules here.

We also need to work toward the goal of a one-to-one relationship of the symbol and the referent—the event or thing being talked about. Our language has an horrendous problem in discussing relationships. Only in logic and mathematics do we approach a high standard in dealing with this type of problem. Because of ambiguity, vagueness and changing meanings, our intellectual chores are unnecessarily difficult.

The ideal language would, of course, have specific words so that a symbol would have:

- a constant referent
- not vary with the speaker, or the hearer, or the writer, or the reader
- not vary with the time or the place
- not vary with the purpose or context.

Ideally, it would not matter who has written or spoken, where he wrote or talked, or how he wrote or talked.

Naturally, the ideal language would allow a far greater freedom of free projection, calculated vagueness, imagination and articulation than our

present languages. Modern art sometimes gives us this freedom. We need, literally, a more colorful language than we have. A far more discriminating language to state many of the nuances that science and our developing world keep discovering.

This retooling of our present languages will have to be voluntary. Only through education will the spontaneous awareness and need be developed. There will also have to be close co-ordination between the language designer and the machine designer in revising our current languages and designing new languages.

A brave new world? Perhaps. Col. Walter, former President Eisenhower's crack multi-lingual interpreter, tells of the kind of problem we may run into in the future. At a Russian conference, using an electronic translator, the machine was fed some 40,000 English and 40,000 Russian words. When the machine was thoroughly warmed up, into its thinking box was inserted a test sentence: "Out of sight, out of mind."

A second later, the translation popped out and the Russians roared. The machine's version — "Invisible idiot." The operator tried once more with "The spirit is willing, but the flesh is weak." Without hesitation,

(or embarrassment), the machine spat out the sentence, in Russian, which meant, "the liquor is agreeable, but the meat is poor."

What does the future hold? Already scientists are talking optimistically about designing a language with just ten symbols which could cover all of our present and reasonably projected future language needs. Just as chemists have broken down all matter into little more than 100 atomic elements, the communications scientists are developing an "alphabet of meanings" that go far beyond our present artificial languages, such as basic English, model English, esperanto, ido lingua franca, romanal integlossa, interlingua, etc.

A fantastic proposal, you may say. But this should not be too difficult for people who have already discovered how to send and receive messages at 186,000 miles per second. I believe the need is clear. The analogy of a man alone in the middle of the Atlantic Ocean in a lifeboat dying of thirst strikes me. With him is a gadget which would quickly desalinize any water he might need. But he doesn't know how to run it.

Let's not drown in this overabundance of communication when the tools to meet the need are so close.

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How to keep out of touch... (Continued from page 33)

A subsequent sarcastic request from the home office for pictures was spiked with no ceremony.

Or the visibility can be limited at the other end of the line. I once was shown a file of four and a half cables (the half cable was torn in two and never sent) by a man who tried to relieve the marbled tedium of a diplomatic conference by tacking this bit onto the end of the daily communique:

ITEM HEADCOUNTING DELEGATES REVEALS HOMBURG UNLONGER ESSENTIAL SETTLEMENT WORLD PROBLEMS STOP OF DELEGATIONERS ATTENDING ONLY TEN ARRIVED MORNING SESSION HOMBURGED SIX FURHATTED REMAINDER HATLESS OR ORDINARY FELTS END.

It was, admittedly, deadlock copy—the kind correspondents send from such conferences just before they start writing stories about each other. Our man was a bit startled, therefore, to get a prompt query:

NEED URGENTLY SIGNIFICANCE HEADCOUNT ESPECIALLY RELATION BORDER DISPUTE.

Stifling an elemental urge to compose and send what was requested, he cabled back:

HEADCOUNT SIDEBAR NO SIGNIFICANCE.

The next query was equally prompt

and sounded anxious:

CLARIFY SIGNIFICANCE INFORMATIVELY OPPOSITION UNHAS.

This time, for a few brief seconds, the elemental urge won out. The correspondent wrote:

HEADCOUNT EXCLUSIVE ROLL WITH EVERYTHING WEVE GOT. On second, sober thought, he tore this up and cabled instead: HEADCOUNT STORY AYE JOKE REPEAT JOKE. He pondered the contemporary level of cable rates for a moment and then added: HA HA.

These sober second thoughts ruin a lot of good anecdotes. If correspondents actually sent all the cables they write, there'd be more and better yarns to swap over the OPC bar. Some of the stiffest ones have been provoked by people in the home office who fission into a bright idea at 5 p.m. and fire it off at once by cable, forgetting for the moment that it is 10 p.m. in London, 1 a.m. in Moscow and breakfast time in Tokyo.

Communications can be crippled by the calendar as well as the clock. Every correspondent has, at one time or another, received a query beginning "NEED OFFICIAL REACTION..." and has had to reply, "MINISTRIES CLOSED FEAST OF PURPLE ELEPHANT."

Sometimes this corks off the query;

sometimes it inspires, after a thoughtful pause, a cable reading, "SUGGEST FEATURE FEAST." It is then necessary to answer "SEE MY AIRMAILED SIXTEENTH" and launch into a sporadic correspondence by memorandum that ends with the discovery of the missing masterpiece in the advertising department, where a secretary short-stopped the envelope to get the stamps for her little brother's collection.

A certain amount of time, of course, always has to be spent quieting the quick-flaring apprehensions of the accounting department.

An outlay of 20,000 patushniks is bound to bring a quick query. It may represent only \$1.34 in convertible currency, but accountants are automatically alarmed by the expenditure of 20,000 anything. They are also automatically suspicious of all currency conversions.

When a London man on temporary assignment in Amsterdam transposes his accounts from guilders to pounds to dollars, the home office puts in overtime with slide rule and a copy of the latest exchange rates. They're positive he made on the deal somewhere and are determined to find out where.

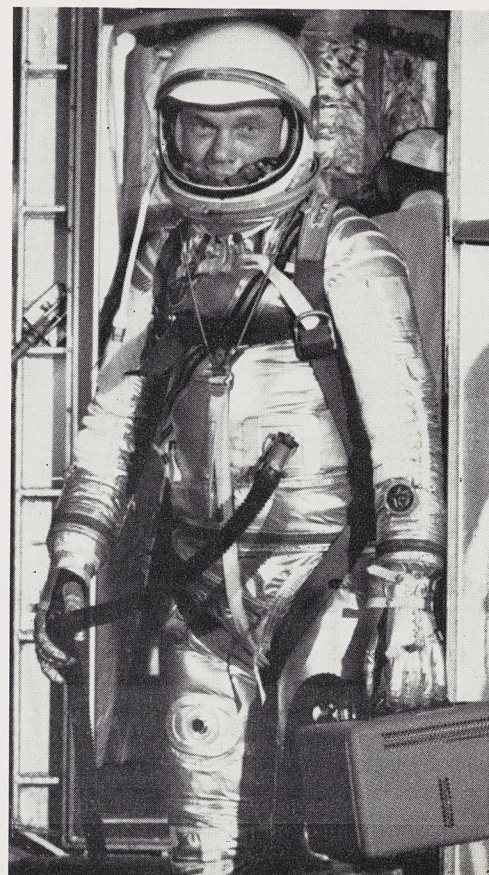
One overseas bureau chief asked

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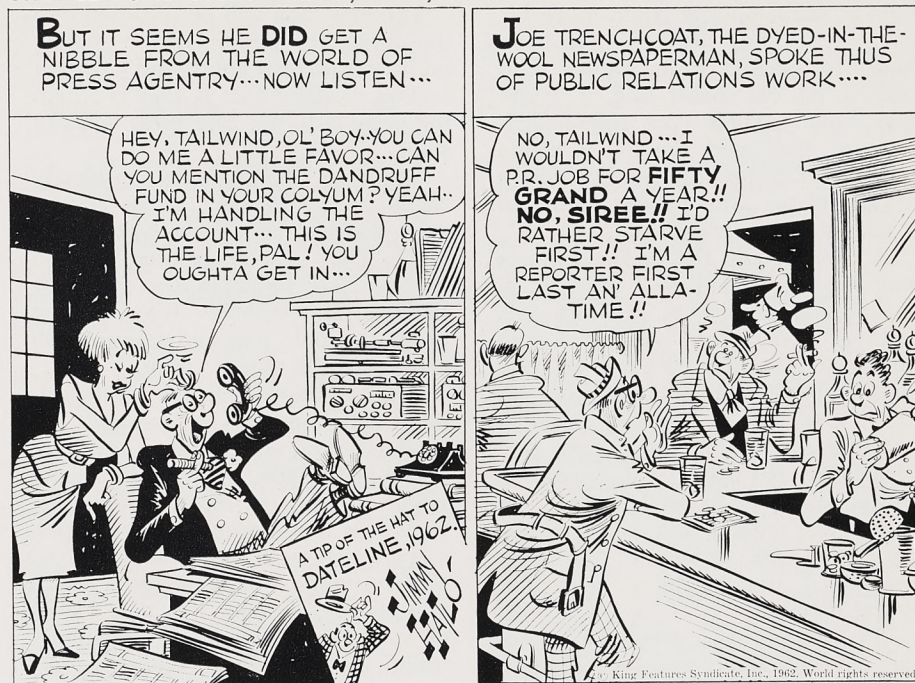
permission to raise a native staffer to 40,000 patushniks a month *on the books*. The last three words were underlined in the request but overlooked at home. The chief accountant, no man to be flummoxed by exotic currencies, picked up the phone, called a correspondent from that country at the UN and asked if 40,000 patushniks was a reasonable salary for a reporter.

"Great galloping water buffalos," said the correspondent, "our managing editor only gets 32,000." He didn't add, because the chief accountant didn't ask him, that this was 32,000 cash and that the managing editor theoretically got an additional 30,000 or so for bicycle oil allowance, shoe depreciation, elevator travel time, corkage and some 40 other fringe benefits imposed by the Harmonious Association of Journalists.

Items of this ilk can look pretty fishy to the boys back home, who forget how far out some of their own deductions on a 1040 might seem to, say, an Indonesian. The raise finally went through, but only after the bureau chief had listed every last allowance and tax requirement in statistics of one syllable. It came to six single-spaced typewritten pages.

The headlong tumbling of progress

THEY'LL DO IT EVERY TIME by Jimmy Hatlo

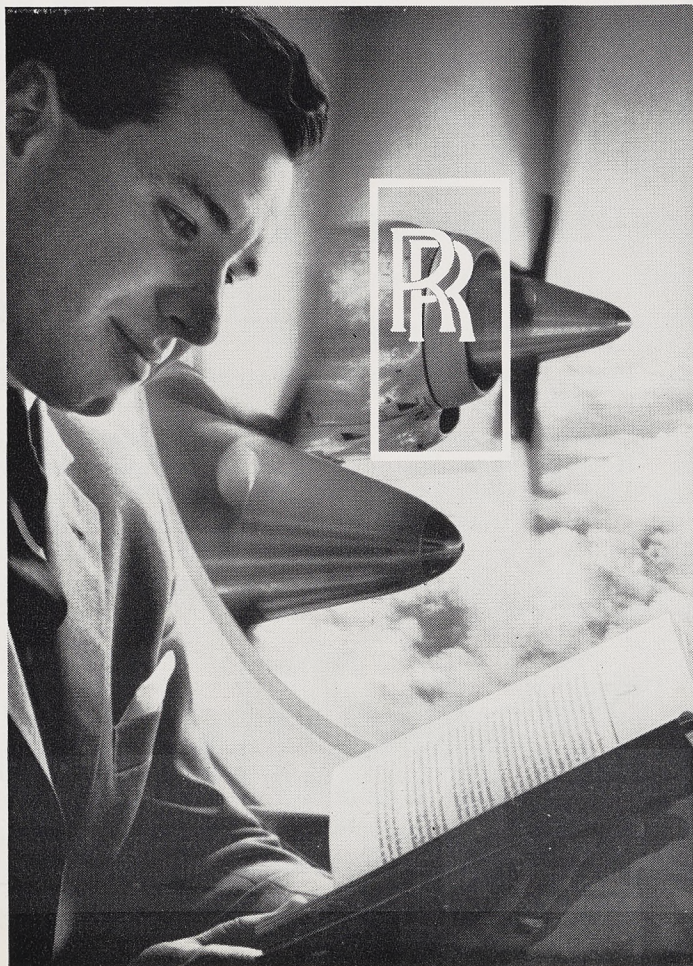


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promises to eliminate many of these difficulties. Technology may reach the point where cables are never garbled, or rates may reach the point where they are never sent. The day will

come when there will be no misunderstandings and no delays in a correspondent's communications with the home office.

And I will be Queen of Tonga.



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Speed of communications... (Continued from page 58)

service, each reporter could move his copy over long distance telephone lines, in printed form, rather than voice. And, Mr. Baker said, it would also make possible spot communication by Associated Press to a single member or group of members through a Data-Phone arrangement similar to a telephone conference call.

A look far into the future discloses interesting possibilities. A reporter, in Kabul with Kennedy or on Ninth Ave. with an ax murderer, will call in with his story. He will dictate it to an EDP unit that will automatically omit his "ers" and "ahs." He will order it to erase mistakes or change poor constructions. His story will appear in clean, hard copy as he dictates it. His editor will monitor the call, if necessary, and ask questions that seem warranted, or edit the story as it is being dictated.

Simultaneously, a stenographer using an electronic typewriter will transform the words of the story into molecular arrangements on magnetic tape. This piece of tape can be substituted for a section of the master tape that is controlling the printing of the paper by a ferromagnetic press. There will be no splicing.

The new tape will be recorded into the master tape, automatically replacing that part of it controlling a certain section of page one, if that is where the story is to go. The press will not stop.

Similarly, a photographer on bloody Ninth Ave. will have taken several color pictures on a new type of camera. They will be printed as soon as taken. The photographer will go to the nearest telephone. He will plug in his facsimile unit and transmit the pictures to his photo editor.

They will appear in the art department simultaneously as facsimile reproduction, in color, and in the form of magnetic tape, ready, if the photo editor decides, to replace other pictures now being printed in the paper.

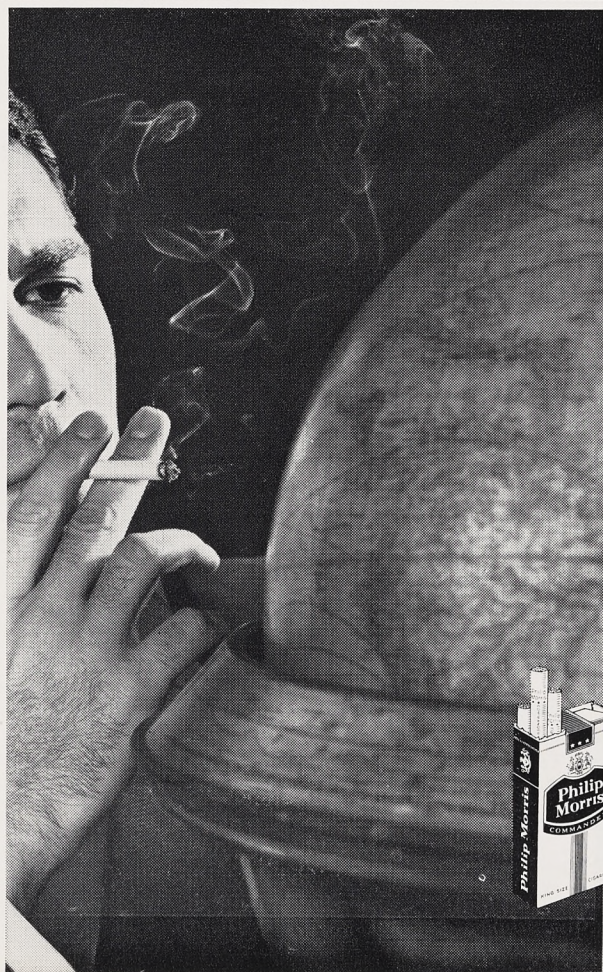
To conclude in the present, a word about satellite communications seems appropriate, because this new means of transmission will be a profoundly useful tool for all newsgathering organizations.

Largely overlooked in discussions of the glamour of space or of live TV is the quiet little fact that by using satellites, eventually every telephone in the world will be able to be connected to every other telephone in the

world, and over circuits comparable in quality to the best we have now. It will be this very basic flexibility of personal communications that will be of greatest value to news business.

There is news in space now, and soon there will be reporters out there covering it. The communications industry, which did most of the research, other than in rocketry, that made satellite communications possible, is already deeply involved in experiments with earth-to-space and space-to-space communications. For example, recent experiments at light frequencies, 70,000 times as high as the microwave frequencies used in satellite communications, suggest that highly reliable communications over vast distances in space may be possible using light beams.

The communications industry is bursting with new developments, among them those mentioned here. Not all will have direct application in the news business, but they are bound to lead to better ways of getting the job done. Above all, they'll reduce the weight of that mechanical monkey, and give news men more time for their real jobs—reporting, editing and distributing the news.



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What cybernetics means to executives . . . (Continued from page 41)

edge in the physical sciences has not only already exceeded the possibilities of human absorption but, in fact, extends the limits of the most modern data processing equipment and electronic computers increasingly used for information classification.

During the past year, over 300,000 scientific and technical papers were produced in the United States—an output of which no individual working fulltime could read more than a fraction.

The manager's judgment increasingly involves biology, nucleonics, cybernetics, engineering—and his own applied capacities combine certain of the enlightened skills of the psychologist, lawyer, accountant, statistician, financier and manager of men. I know of no professional group in this country, with the possible exception of the journalist and editor, which carries the reading burden of a top executive in a company employing more than 100.

A survey two years ago showed that top business executives read more per day, per week, per month and per year than psychologists, generally considered a pretty literate group. The average top executive receives about 80 magazines each month. These in-

clude the general business magazines, the news magazines, the consumer magazines—a selection from all those available to the general public.

But, in addition, they include an ever-increasing number of business papers. For every conceivable profession, there is a specialized magazine.

Clearly, the speed and depth of the onrushing flood of information is enormous. How then can the manager even hope to keep his head above these waters?

The answer, I believe, lies at the heart of what it means to be an executive.

The most effective and best informed manager has painfully learned to limit the extent of the effort he makes to "keep up." This is immediately related to the second aspect of manageability. He has, above all else, an acute and intuitive sense of the value of time and energy. The successful manager marshals and directs the knowledge and capacities of others.

Much of this can be seen in the changes that have occurred in schools of business administration just within the last generation. As the body of knowledge involved in the conduct of business grew, few university business

schools were able to resist the mushrooming of courses designed to reflect the burgeoning information and the fragmentation of the "specialties within specialties."

Only within the last 10 years did a number of the more perceptive of the business-school deans recognize that neither business nor knowledge was being advanced by this process. Above all, management was, in fact, being discouraged. An increasing number of these schools have radically reviewed and reduced the numbers of their courses in order to concentrate on the heartland of management, the art of decision making.

Associates of President Kennedy and several journalists who interviewed him have remarked about the incisiveness of the questions he asked. In trying to make what someone has called "the world's most impossible job" manageable, the President has had to learn the lesson of all successful managers:

You cannot know everything which is important to your enterprise. You need rather to develop the skill of knowing enough, reading enough and widely enough to get the information you need to make the decision.

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What cybernetics means to executives . . . (Continued from page 41)

should earn ten times more than he spends for processing his information effectively. A farmer, Professor Hardy said, has thousands of alternatives facing him at the start of each year. He feeds into a machine the records he has kept about the number of his livestock, the available acreage, farm yield, possible crops, market prices, weather variability, number of employees and his financial assets, and the machine tells him the course of action out of the possibilities that would lead to the most profit.

The Center for the Study of Democratic Institutions recently published a 48-page report, "Cybernation, The Silent Conquest," by Donald N. Michael, which examines this new type of information processing. Two kinds of machines function in this informational process. One "performs sensing and motor tasks, replacing or improving on human capacities for performing these functions." The second class, computers, "performs very rapidly routine or complex logic and decision making tasks, replacing or improving on human capacities for performing these functions."

This does not infer that anything

will ever take the place of the judgment of individual top management decision makers, for these machines can make judgments only on the basis of the instructions programmed into them. Disastrous mistakes may occur from "poor machine programming or inaccurate interpretations of the directives of the machine." It means that cybernated systems will perform for management the job of coordinating information with "a precision and a rapidity beyond the power of human beings," factors so numerous and complex that only machines can handle them.

These machines are so built that they can give more organized information than any abstracts, summaries and tabulations yet devised. The Center's study says the machines are capable of receiving information in more codes and sensory modes than individual human beings can.

Here's a striking instance of how widespread the use of cybernetics is. A management company in an advertisement lists the commercial information-handling systems it gives guidance on to other organizations in the following areas:

- reliability analysis and prediction
- electrophysics display techniques
- optical maser technology
- photo-information processing
- solid-state memory development
- microwave data transmission
- polymer chemistry synthesis
- linear programming and queuing theory
- complex systems integration
- diagnostic programming techniques
- control logic, buffering and arithmetic
- solid logic and thin films
- advanced circuit analysis
- magnetic device analysis
- advanced systems planning
- magnetic recording surfaces
- piping and heat exchange

What effect will these new inventions in information gathering have on top management decision makers of the future? For cybernation will certainly demand changes in the characteristics needed in a top manager. Individual judgment of the highest type will still be needed to weigh the facts and make the decisions. But more top managers will be recruited from men in engineering and laboratory administration who understand

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the machines. Scientist, scientist-administrator and engineer may move from their roles as advisers to policy makers. The study already referred to suggests that big business will have better facilities for information and decisions but that smaller organizations may be able to buy it from service organizations that will come into being.

The study suggests that the line separating the top from the middle of the organization will be drawn more clearly than before. Top managers will take on a larger proportion of innovating, planning and other creative functions. These professionals will need natural endowments of the highest kind. "Freeing management from petty distractions permits more precise and better substantiated decisions, whether business strategy, government economic policy, military strategy and tactics."

The future top-management decision maker will have to have more information about more areas of knowledge than he does today. He will have to weigh more factors before his decision is made, and the multiplication of these factors will mean he will have to know more about each one of the areas and will have to apply knowledge of this area in weighing the facts and making the decision.

He will have to know more about national and international affairs as the world gets smaller through speeded up communication and transportation. He will have to know more about the social sciences, for he will have to become responsive to the needs of workers, stockholders, consumers.

Will such men be found? There will be fewer men with the requisite characteristics available. I am sure they will be found. When they are found, information gathering will still be an onerous task, but the processing machinery will make decisions better grounded in fact and therefore sounder.



Communications snarls can make you blow your top, says the New York Mirror's editorial cartoonist, Art Sloggatt, especially when you have hundreds of heads whirling in your head.

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The lost tools of learning... (Continued from page 66)

But first: what age shall the children be? Well, if one is to educate them on novel lines, it will be better that they should have nothing to unlearn; besides, one cannot begin a good thing too early, and the Trivium is by its nature not learning, but a preparation for learning. We will, therefore, "catch 'em young," requiring only of our pupils that they shall be able to read, write and cipher.

The three ages

My views about child-psychology are, I admit, neither orthodox nor enlightened. Looking back upon myself (since I am the child I know best and the only child I can pretend to know from inside) I recognize three states of development. These, in a rough-and-ready fashion, I will call the Poll-Parrot, the Pert, and the Poetic—the latter coinciding, approximately, with the onset of puberty. The Poll-Parrot stage is the one in which learning by heart is easy and, on the whole, pleasurable; whereas reasoning is difficult and, on the whole, little relished. At this age, one readily memorizes the shapes and appearances of things; one likes to recite the number-plates of cars; one rejoices in the chanting of rhymes and the rumble and thunder of unintelligible polysyllables; one enjoys the mere accumulation of things. The Pert Age, which follows upon this (and, naturally, overlaps it to some extent) is characterized by contradicting, answering-back, liking to "catch people out" (especially one's elders) and in the propounding of conundrums. Its nuisance-value is extremely high. It usually sets in about the eighth grade. The Poetic Age is popularly known as the "difficult" age. It is self-centered; it yearns to express itself; it rather specializes in being misunderstood; it is restless and tries to achieve independence; and, with good luck and good guidance, it should show the beginnings of creativeness, a reaching-out towards a synthesis of what it already knows, and a deliberate eagerness to know and do some one thing in preference to all others. Now it seems to me that the layout of the Trivium adapts itself with a singular appropriateness to these three ages: Grammar to the Poll-Parrot, Dialectic to the Pert, and Rhetoric to the Poetic Age.

Let us begin, then, with Grammar. This, in practice, means the grammar of some language in particular; and it must be an inflected language. The grammatical structure of an uninflected language is far too analytical to be tackled by any one without previous

practice in Dialectic. Moreover, the inflected languages interpret the uninflected, whereas the uninflected are of little use in interpreting the inflected. I will say at once, quite firmly, that the best grounding for education is the Latin grammar. I say this, not because Latin is traditional and mediaeval, but simply because even a rudimentary knowledge of Latin cuts down the labor and pains of learning almost any other subject by at least fifty per cent. It is the key to the vocabulary and structure of all the Romance languages and to the structure of all the Teutonic languages, as well as to the technical vocabulary of all the sciences and to the literature of the entire Mediterranean civilization.

Latin should be begun as early as possible—at a time when inflected speech seems no more astonishing than any other phenomenon in an astonishing world; and when the chanting of "Amo, Amas, Amat" is as ritually agreeable to the feelings as the chanting of "eny, meeny, miney, mo."

During this age we must, of course, exercise the mind on other things besides Latin grammar. Observation and memory are the faculties most lively at this period; and if we are to learn a contemporary foreign language we should begin now, before the facial and mental muscles become rebellious to strange intonations.

The use of memory

In *English*, verse and prose can be learned by heart, and the pupil's memory should be stored with stories of every kind—classical myth, European legend, and so forth. I do not think that the classical stories and masterpieces of ancient literature should be made the vile bodies on which to practice the technics of Grammar—that was a fault of mediaeval education which we need not perpetuate. The stories can be enjoyed and remembered in *English*, and related to their origin at a subsequent stage. Recitation aloud should be practiced.

The grammar of *History* should consist, I think, of dates, events, anecdotes and personalities. A set of dates to which one can peg all later historical knowledge is of enormous help later on in establishing the perspective of history.

Geography will similarly be presented in its factual aspect, with maps, natural features and visual presentment of customs, costumes, flora, fauna and so on; and I believe myself that the discredited and old-fashioned memorizing of a few capital cities, rivers, etc., does not harm.

Science, in the Poll-Parrot period, arranges itself naturally and easily round collections—the identifying and naming of specimens and, in general, the kind of thing that used to be called "natural history," or, still more charmingly, "natural philosophy." To know the names and properties of things is, at this age, a satisfaction in itself; to recognize a devil's coach-horse at sight, and assure one's foolish elders that, in spite of its appearance, it does not sting; to be able to pick out Cassiopeia and the Pleiades; to be aware that a whale is not a fish, all these things give a pleasant sensation of superiority.

The grammar of *Mathematics* begins, of course, with the multiplication table, which, if not learnt now will never be learnt with pleasure; and with the recognition of geometrical shapes and the grouping of numbers. These exercises lead naturally to the doing of simple sums in arithmetic.

So far (except, of course, for the Latin), our curriculum contains nothing that departs very far from common practice. The difference will be felt rather in the attitude of the teachers, who must look upon all these activities less as "subjects" in themselves than as a gathering-together of *material* for use in the next part of the Trivium. What that material actually is, is only of secondary importance; but it is as well that anything



and everything which can usefully be committed to memory should be memorized at this period, whether it is immediately intelligible or not. The modern tendency is to try and force rational explanations on a child's mind at too early an age. Intelligent questions, spontaneously asked, should, of course, receive an immediate and rational answer; but it is a great mistake to suppose that a child cannot readily enjoy and remember things that are beyond its power to analyze—particularly if those things have a strong imaginative appeal.

The mistress-science

This reminds me of the grammar of *Theology*. I shall add it to the curriculum, because Theology is the mistress-science, without which the whole educational structure will necessarily lack its final synthesis. Those who disagree about this will remain content to leave their pupils' education still full of loose ends.

It is difficult to say at what age, precisely, we should pass from the first to the second part of the Trivium. Generally speaking, the answer is: so soon as the pupil shows himself disposed to pertness and interminable argument. For as, in the first part, the master-facilities are Observation and Memory, so in the second, the master-faculty is the Discursive Reason. In the first, the exercise to

which the rest of the material was, as it were, keyed, was the Latin grammar; in the second the key-exercise will be Formal Logic. It is here that our curriculum shows its first sharp divergence from modern standards. The disrepute into which Formal Logic has fallen is entirely unjustified; and its neglect is the root cause of nearly all those disquieting symptoms which we have noted in the modern intellectual constitution.

A secondary cause for the disfavor into which Formal Logic has fallen is the belief that it is entirely based upon universal assumptions that are either unprovable or tautological. This is not true. Not all universal propositions are of this kind. Indeed, the practical utility of Formal Logic today lies not so much in the establishment of positive conclusions as in the prompt detection and exposure of invalid inference.

Relation to dialectic

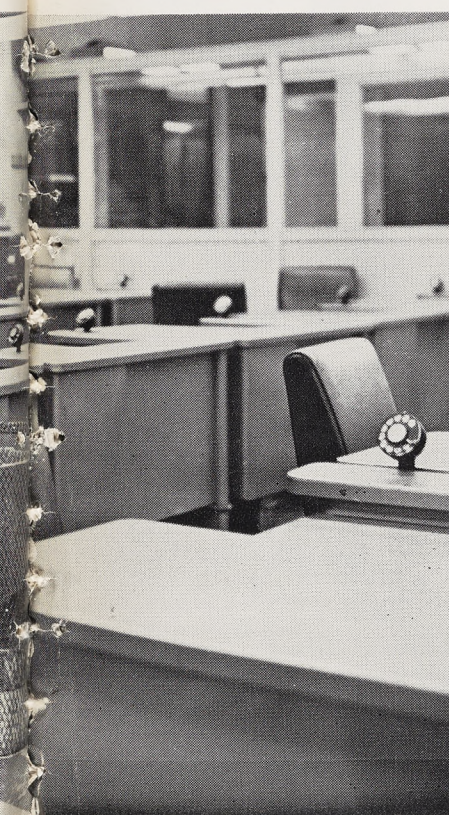
Let us now quickly review our material and see how it is to be related to Dialectic. On the *Language* side, we shall now have our Vocabulary and Morphology at our fingertips; henceforward we can concentrate more particularly on Syntax and Analysis (*i.e.*, the logical construction of speech) and the history of Language (*i.e.*, how we come to arrange our speech as we do in order to convey our

thoughts).

Our Reading will proceed from narrative and lyric to essays, argument and criticism, and the pupil will learn to try his own hand at writing this kind of thing. Many lessons—on whatever subject—will take the form of debates; and the place of individual or choral recitation will be taken by dramatic performances, with special attention to plays in which an argument is stated in dramatic form.

Mathematics — Algebra, Geometry, and the more advanced kind of Arithmetic—will now enter into the syllabus and take its place as what it really is: not a separate "subject" but a sub-department of Logic. It is neither more nor less than the rule of the syllogism in its particular application to number and measurement, and should be taught as such, instead of being, for some, a dark mystery, and for others, a special revelation, neither illuminating nor illuminated by any other part of knowledge.

History, aided by a simple system of ethics derived from the grammar of Theology, will provide much suitable material for discussion: Was the behavior of this statesman justified? What was the effect of such an enactment? What are the arguments for and against this or that form of government? We shall thus get an introduction to Constitutional History—a subject meaningless to the young child,



Death in the city room

The recent folding of two of the country's oldest dailies, The Los Angeles Mirror and The Los Angeles Examiner, was the subject of an hour-long TV analysis of the tragedy by CBS Reports. Titled "Death in the City Room," the documentary was a suspenseful and moving presentation. Later the Hearst organization voiced vigorous protest. CBS news correspondent Charles Collingwood interviewed many journalists on the state of journalism in general; other interviews with personnel from the doomed papers disclosed problems within the industry. Here a shot of the empty (and clean) city room starkly illustrates the paper's demise. Later Collingwood interviewed former city editor of the Los Angeles Examiner, James Richardson (left). Others who expressed their views included Don Dwiggins of the Mirror (left in center picture) and Harold Lindley, director of advertising for the Examiner (right).

but of absorbing interest to those who are prepared to argue and debate. *Theology* itself will furnish material for argument about conduct and morals; and should have its scope extended by a simplified course of dogmatic theology (*i.e.*, the rational structure of Christian thought), clarifying the relations between the dogma and the ethics, and lending itself to that application of ethical principles in particular instances which is properly called casuistry. *Geography* and the *Sciences* will all likewise provide material for Dialectic.

The world around us

But above all, we must not neglect the material which is so abundant in the pupils' own daily life.

Children are born casuists, and their natural propensity only needs to be developed and trained—and, especially, brought into an intelligible relationship with events in the grown-up world. The newspapers are full of good material for such exercises: legal decisions, on the one hand, in cases where the cause at issue is not too abstruse; on the other, fallacious reasoning and muddleheaded argument, with which the correspondence columns of certain papers one could name are abundantly stocked.

"Pert age" criticism

Wherever the matter for Dialectic is found, it is, of course, highly important that attention should be focused upon the beauty and economy of a fine demonstration or a well-turned argument, lest veneration should wholly die. Criticism must not be merely destructive; though at the same time both teacher and pupils must be ready to detect fallacy, slipshod reasoning, ambiguity, irrelevance and redundancy, and to pounce upon them like rats.

This is the moment when precis-writing may be usefully undertaken; together with such exercises as the writing of an essay, and the reduction of it, when written, by 25 or 50 per cent.

It will, doubtless, be objected that to encourage young persons at the Pert Age to browbeat, correct and argue with their elders will render them perfectly intolerable. My answer is that children of that age are intolerable anyhow; and that their natural argumentativeness may just as well be canalised to good purpose. It may, indeed, be rather less obtrusive at home if it is disciplined in school; and, anyhow, elders who have abandoned the wholesome principle that children should be seen and not

heard have no one to blame but themselves.

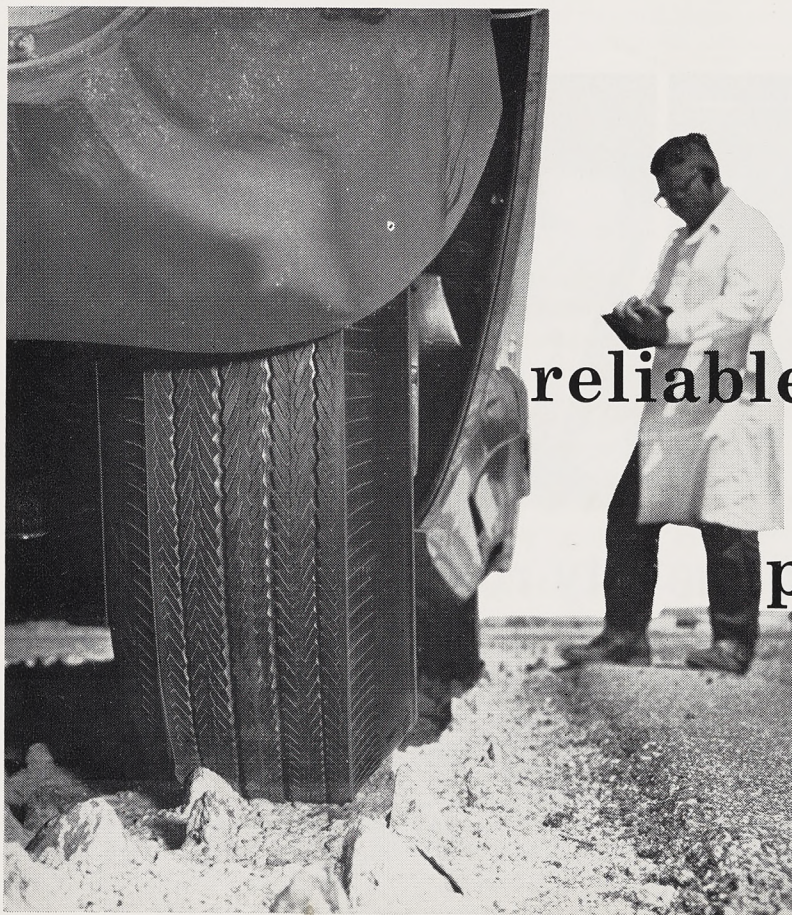
Imagination

Towards the close of this stage, the pupils will probably be beginning to discover for themselves that their knowledge and experience are insufficient, and that their trained intelligences need a great deal more material to chew upon. The imagination—usually dormant during the Pert Age—will reawaken, and prompt them to suspect the limitations of logic and reason. This means that they are passing into the Poetic Age and are ready to embark on the study of Rhetoric.

The study of rhetoric

It is difficult to map out any general syllabus for the study of Rhetoric: a certain freedom is demanded. Any child that already shows a disposition to specialize should be given his head: for, when the use of the tools has been well and truly learned it is available for any study whatever.

Generally speaking: whatsoever is *mere* apparatus may now be allowed to fall into the background, while the trained mind is gradually prepared for specialization in the "subjects" which, when the Trivium is completed, it should be perfectly well equipped to



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tackle on its own. The final synthesis of the Trivium—the presentation and public defense of the thesis—should be restored in some form; perhaps as a kind of “leaving examination” during the last term at school.

The university at sixteen?

Is the Trivium, then, a sufficient education for life? Properly taught, I believe that it should be. At the end of the Dialectic, the children will probably seem to be far behind their coevals brought up on old-fashioned “modern” methods, so far as detailed knowledge of specific subjects is concerned. But after the age of 14 they should be able to overhaul the others hand over fist. Indeed, I am not at all sure that a pupil thoroughly proficient in the Trivium would not be fit to proceed immediately to the university at the age of 16, thus proving himself the equal of his mediaeval counterpart, whose precocity astonished us at the beginning of this discussion. This, to be sure, would make hay of the English public-school system, and disconcert the universities very much.

But I am not here to consider the feeling of academic bodies: I am con-

cerned only with the proper training of the mind to encounter and deal with the formidable mass of undigested problems presented to it by the modern world. For the tools of learning are the same, in any and every subject; and the person who knows how to use them will, at any age, get the mastery of a new subject in half the time and with a quarter of the effort expended by the person who has not the tools at his command. To learn six subjects without remembering how they were learnt does nothing to ease the approach to a seventh; to have learnt and remembered the art of learning makes the approach to every subject an open door.

Forgotten roots

But one cannot live on capital forever. A tradition, however firmly rooted, if it is never watered, though it dies hard, yet in the end it dies. And today a great number—perhaps the majority—of the men and women who handle our affairs, write our books and our newspapers, carry out research, present our plays and our films, speak from our platforms and pulpits—yes, and who educate our young people, have never, even in a lingering tra-

ditional memory, undergone the scholastic discipline. Less and less do the children who come to be educated bring any of that tradition with them. We have lost the tools of learning—the axe and the wedge, the hammer and the saw, the chisel and the plane—that were so adaptable to all tasks. Instead of them, we have merely a set of complicated jigs, each of which will do but one task and no more, and in using which eye and hand receive no training, so that no man ever sees the work as a whole or “looks to the end of the work.”

What use is it to pile task on task and prolong the days of labor, if at the close the chief object is left unattained? It is not the fault of the teachers—they work only too hard already. The combined folly of a civilization that has forgotten its own roots is forcing them to shore up the tottering weight of an educational structure that is built upon sand. They are doing for their pupils the work which the pupils themselves ought to do. For the sole true end of education is simply this: to teach men how to learn for themselves; and whatever instruction falls to do this is effort spent in vain.



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Nature gives man symbols for his art

Arms from a 13th century manuscript.



Lightfoot family arms.



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Shank family arms.



One of the herald painter's most useful symbols was the scallop shell. A superb example is this blue armorial shield with a strikingly stylized lion rampant on a field of seashells. This shield dates from the late thirteenth century and is of a pattern associated with a family of Hender of Cornwall in England. The heraldic painter—like most artists even down to our own day—looked to nature for the symbols he needed for communication and inspiration.

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Heraldic standard of Lord Dacre of Gillesland, c. 1525.



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